

Complete Count Committee 2020 Census Final Report

Submitted by Complete Count Committee and Staff Liaison, Katie Hart

Background

The College Park City Council formed the 2020 Census Complete Count Committee in March of 2019 with representation from University students, Prince George's Property Owners Association, the Seniors Committee, local non-profit organizations focusing on arts and Latin American youth, College Park homeowners, and the University of Maryland Department of Resident Life, Office of Community Engagement, and Department of Fraternity & Sorority Life (Committee membership roster attached). The Committee met 16 times between March 28, 2019 and September 30, 2020. Minutes of these meetings are attached.

The City's Department of Planning and Community Development provided staff assistance to the Committee led by the Community Development Planner. The City applied for and received a \$34,385 grant from the Maryland Department of Planning to use for Census activities, which was matched with \$13,000 in budgeted City funds. A part-time Census Outreach Intern was hired using a portion of these funds. The final grant report to the State is attached.

Outreach Strategies and Timeline

The Committee identified the following hard-to-count populations in College Park: University students, children, and households with a first language other than English. In an effort to reach all residents of College Park, the Committee collaborated with the University Office of Community Engagement, Prince George's County Census team, Prince George's County schools and pre-schools in College Park, other local municipalities, and non-profit organizations.

The Committee selected the marketing slogan "Count Me In College Park!" that was used in promotional materials. A graphic designer was hired to assist with the design of social media ads, flyers, giveaways, lawn signs, postcards, and bus shelter advertisements.

The kick-off event for the Committee was a Census informational tent at College Park Day in October, 2019 with raffle prizes, games, and informational flyers. This was an effective start to census promotion with an estimated reach of 650 people.

A Census website page was launched on the City's website in mid-December 2019 with a total of 444 - page views as of November, 2020. Timely Census information was included in the Weekly Bulletin and monthly Municipal Scene from January through October 2020. The Municipal Scene receives approximately 2,000 - page views each month. The spring 2020 version of the Resident Guide mailed to all households had a page dedicated to the Census.

In the fall of 2019 and winter of 2020, Rya Griffis, the Census Outreach Intern, attended multiple community events throughout the City including the Santa Fly In at the College Park Airport, Bowlero, Monarch Pre-school Festival, and the Tribute to Rev. Dr. Martin Luther King, Jr. By attending community events, Rya was able to engage a wide variety of residents, including families with children. Rya and Committee Member Arelis Pérez presented to a Hispanic parent support group hosted by Youth and

Family Services, where they reached about 37 people. Jim Nealis, the Committee Chair, promoted the Census at the Berwyn District Civic Association meetings. Rya was in discussions with off-campus apartment buildings about hosting pizza nights where students could receive free pizza in exchange for filling out their census on the spot, however these events were cancelled due to COVID-19.

In addition to local events, the City printed flyers for school-age students to bring home from their local elementary schools and pre-schools. Census posters were dropped off at local businesses to display on windows and bulletin boards. Large bus shelter advertisements were designed and placed in bus shelters to be visible to drivers and pedestrians waiting for the bus. Lawn signs were placed in parks, along trails, and by grocery stores.

City staff worked with a graphic designer to create two sets of postcards. The first postcard mailed out to all City residents in early February was informational explaining why the Census is important and how funding impacts the local community. The second postcard was mailed out in early March to promote Census-Palooza. The Committee was working on a large event called Census-Palooza in late March 2020. The event was intended to target families with children by offering musical and magic performances, bounce houses, food trucks, and free hot cocoa and popcorn. Unfortunately, the event was canceled due to public safety concerns with the spread of COVID-19.

The Committee switched to brainstorming virtual promotions in April. The City sent out an email blast about the Census to 1,107 subscribers with a 30% e-mail open rate. The City published multiple Facebook posts about the census that reached 1,346 people. The City also created two Census ads on Facebook – one ad targeted University students that reached 19,100 people with 8,600 engagements, and the general Count Me In College Park ad reached 31,200 people with 3,100 engagements. The Mayor of College Park and Rya Griffis participated in two separate Instagram Live series hosted by the University Office of Community Engagement to engage with University students about the Census.

The Committee reached out to landlords of small rental properties and large apartment complexes. Public Services provided contact information for all landlords in the City and informational e-mails were sent out with Census information and Census digital flyers that could be forwarded to tenants. The Committee invited large apartment complex managers to attend an informational Census roundtable, however participation and response was very low.

Over the summer, Rya attended the College Park Food Bank events to promote the Census. Some Committee members also canvassed in their neighborhoods to encourage Census response. The Committee hired a local artist to create a music video promoting the Census. The video was released in August and received 320 views on YouTube. Committee members and City staff tabled with Census enumerators around Campus during the fall semester. Tabling in late September was successful as 28 people filled out the Census on the spot.

Suggestions for the 2030 Census Outreach Efforts

Establishing a Complete Count Committee in early 2029 will be beneficial to start promotional efforts including a tagline, designing giveaways, and creating an activity timeline. Some suggestions for giveaways include tumblers, stickers, pens/pencils, crayons, and coloring books. Providing a prize for

engagement worked well at College Park Day with the prize of a large glass jar of Skittles. Attending community events is a worthwhile effort to reach residents and promote the Census starting in the summer and fall of 2029. It may be useful to integrate more with campus events such as during large sporting events in the future.

Creating a Census-specific website is helpful for directing people to one spot for more information. A suggestion for the future is to include QR codes on promotional materials so residents can scan the code using their phone without needing to type in the website link. The Committee suggests including the amount of money lost per person due to Census non-response as that grabs people's attention.

To engage with the large apartment complexes, it may be helpful to have messages from authority figures in the City or County government. Enumerators found it difficult to access these locked private sector student housing buildings. Students rent by the bed making them similar to on-campus dorms. It would be beneficial if the Census Bureau could collect information from these complexes like they do for group quarters counts in on-campus housing.

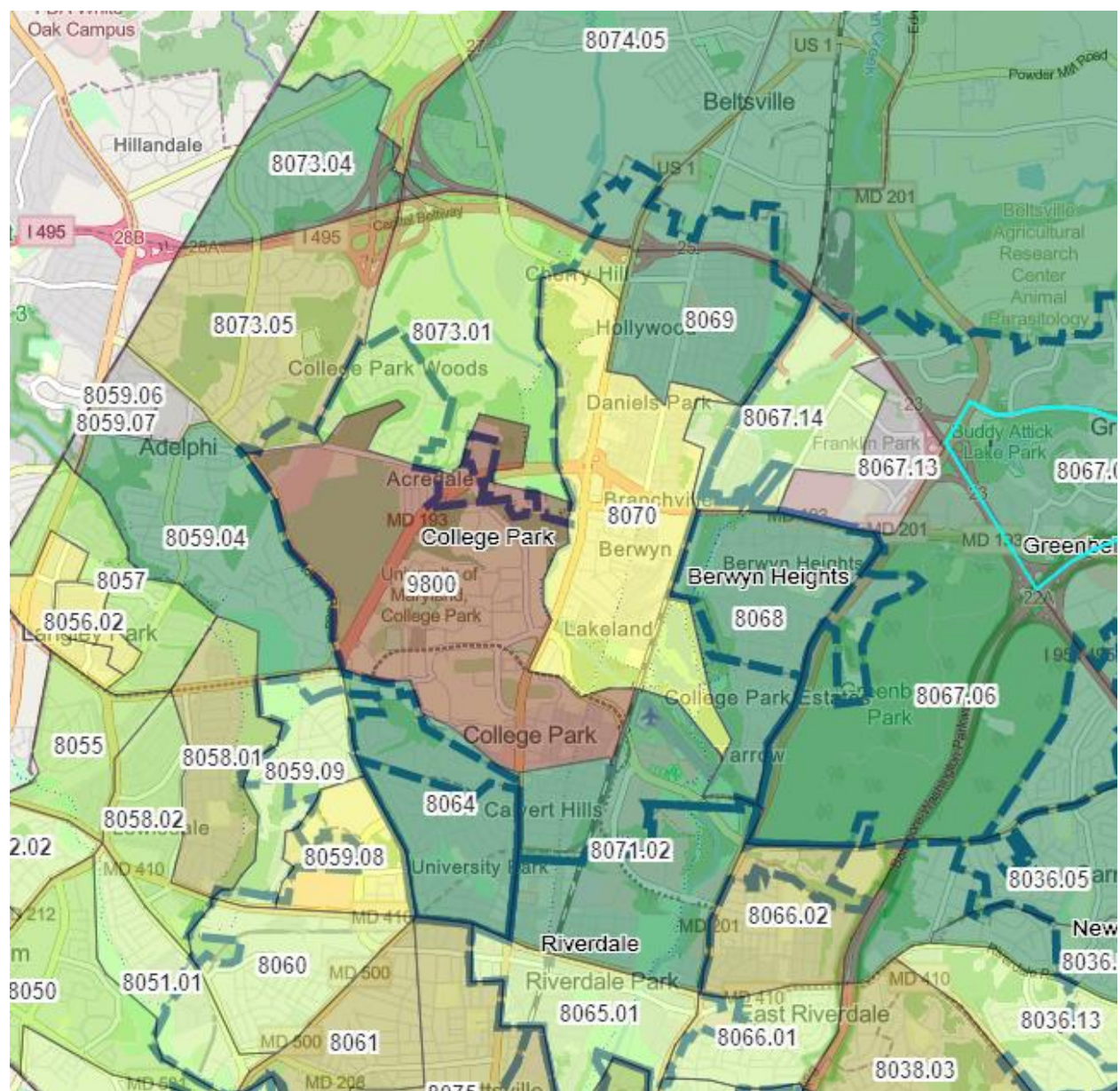
2020 Self-Response Rates as of 10/27/2020

The Maryland self-response rate is 71.2% compared to 67% nationally. Prince George's County self-response rate is 70.0% with the overall City of College Park self-response rate at 47.4%. The City's overall self-response rate is misleading as the Campus census tract is included in the overall rate. However, since on-campus housing is counted in group quarters, those residents are not eligible for self-response and have not been added to the count yet.

Census Tract Response Rates: The map on the following page shows the locations of the Census tracts identified below.

Census Tract	2020 Self-Response Rate	2010 Self-Response Rate
8074.05	75.6	68.4
8073.01	67.3	62.5
8073.05	71.7	74.8
8069	79.4	70
8070	45.6	63.8
8067.14	57.2	46
8068	84	78
8071.02	79	70
8064	77.7	84
9800*	20	45.1

* The majority of residents in this tract are not eligible for self-response as they live in group quarters on-campus.



Attachments

- 1. Committee Membership Roster**
- 2. Final Census Grant Report**
- 3. Complete Count Committee Meeting Minutes**

Complete Count Committee Membership Roster

Committee Member	Affiliations
Heidi Biffl	University of Maryland, Department of Fraternity and Sorority Life
Gloria Aparicio-Blackwell	University of Maryland, Office of Community Engagement
Robert Day	City Councilmember
Michael Glowacki	University of Maryland, Department of Resident Life
Andy Miller	Prince George's Property Owners Association
Denise Mitchell	City Councilmember
Jim Nealis	Committee chair and past Census Enumerator
John Payne	College Park Seniors Committee
Lupi Quinteros-Grady	Latin American Youth Center
Melissa Sites	College Park Arts Exchange
Branson Cameron	University of Maryland student
Arelis Pérez	Real Estate Agent and College Park Seniors Committee

FY2020 Maryland Census Grant Final Report

* Required

Final Project Summary

- 1. Please provide a brief narrative report and evaluation of the project, including: 1) a discussion of the project as a whole; and 2) successes and/or problems encountered. ***

Overall, the City's 2020 Census efforts were a success. The City of College Park appointed a 12-member Complete Count Committee, hired a part-time Community Outreach Intern, and implemented a variety of marketing and outreach campaigns to reach our residents, including a large population of hard-to-count off-campus students. The City and Complete Count Committee adjusted our efforts in the spring due to Covid-19, which was a challenge. A planned signature event, Census Palooza, had to be canceled. We feel confident that we did our best to reach out to residents in-person and online to educate them about the importance of the Census and being counted.

Outcomes

- 2. What geographic areas did your project reach? ***

We specifically targeted City of College Park residents, but also reached residents of surrounding communities through outreach at local events such as College Park Day, bus shelter advertisements visible to anyone driving along Baltimore Avenue/Route 1, and a music video that could be widely shared.

- 3. What hard-to-count populations did your project reach? ***

The Complete Count Committee reached out to hard-to-count populations including University students, young children, senior citizens, and households with a first language other than English.

- 4. What partners did you work with, and what were their roles? ***

The Complete Count Committee was formed in March of 2019 with representation from University students, Prince George's Property Owners Association, the Seniors Committee, local non-profit organizations focusing on arts and Latin American youth, College Park homeowners, and the University of Maryland Department of Resident Life, Office of Community Engagement, and Department of Fraternity & Sorority Life. The Committee provided oversight for all efforts, approved specific activities and individually participated in various activities. We partnered with the Prince George's County and University of Maryland Complete Count Committees as well as other Maryland Census grant recipients to share information and strategies. We also worked with faith-based groups and the local food bank to provide census information during services and food distribution events. We partnered with TerpsVote coalition, Centro de Apoyo Familiar, and Vietnamese American Association to solicit volunteers for events and provide Census information to their membership.

5. What existing resources did you leverage? *

We used existing Prince George's County and State of Maryland Census flyers, and the US Census Bureau website and flyers. We utilized City of College Park's Weekly Bulletin (e-newsletter), monthly Municipal Scene (web and print resource) and the Resident Guide (print resource mailed to all households) to advertise census information. We used our existing City social media accounts to promote the Census. We leveraged public events hosted by others and provided Census information.

6. What innovative approaches did you use? *

(2000 characters)

In early spring we reached out to apartment managers and asked to host pizza nights for university students to encourage them to fill out their census forms on the spot. Those events had to be cancelled so we provided social media and email messages for landlords to send to their tenants. We e-mailed all small-property landlords in the City with a message for them to forward to their tenants. We held an off-campus student apartment property manager roundtable to highlight the importance of the Census. The City also printed backpack flyers for school-age children to bring home to their parents.

We planned "Census-Palooza", a family-friendly outdoor event with free entertainment, snacks, and enumerators. Unfortunately, the event was canceled due to Covid-19. Before mid-March we attended many events in the community to discuss the Census and answer questions. We created Census-themed trivia questions to use with a trivia wheel as an interactive activity at events. We worked with a civic group at University of Maryland to provide volunteer opportunities for students to go door-to-door to rental homes in the City, however this event was canceled due to Covid-19.

The Complete Count Committee hired local artists to create a music video promoting the Census to reach an online audience. We also used targeted social media ads to reach people online. We placed bus shelter advertisements and lawn signs with census information in prominent locations around the City such as along trails, parks, and shopping centers.

Metrics

Your grant award letter specifies between two and five metrics which are specific to your project. Please describe and/or quantify your final progress toward these metrics.

7. Please report on Metric #1, identified in your grant award letter. *

Metric 1: Quantity/venue of advertising

- The College Park Census website: <https://www.collegeparkmd.gov/census2020> went live on 12/13/2019 with a total of 444 page views.
- Bus Shelter Ads: 15 ads were posted in bus shelters in College Park starting 2/17/20 and continued through 9/30/2020
- Posters were placed in apartment buildings, businesses, community bulletin boards, churches, etc.
- Census information was included in the Weekly Bulletin and monthly Municipal Scene from January through October 2020. The Municipal Scene receives approximately 2,000 page views each month.
- The spring 2020 version of the Resident Guide mailed to 7,300 City households had a

page dedicated to the Census.

- The City sent out an email blast about the Census to 1,107 subscribers with a 30% e-mail open rate.
- The City published multiple Facebook posts about the census that reached 1,346 people.
- The City also created two Census ads on Facebook – one ad targeted University students that reached 19,100 people with 8,600 engagements, and the general Count Me In College Park ad reached 31,200 people with 3,100 engagements.
- The Mayor of College Park and Rya Griffis, Census Outreach Intern, participated in two separate Instagram Live series hosted by the University Office of Community Engagement to engage with University students about the Census.
- The Census music video received 320 views on YouTube.
- Approximately 1,110 school-age children received backpack flyers to bring home to their parents from school and day-care.

8. Please report on Metric #2, identified in your grant award letter. *

Metric 2: Number of households reached via direct mail

7,300 households were reached through three different direct mailings including an informational postcard, a census event postcard, and the resident guide in spring 2020.

9. Please report on Metric #3, identified in your grant award letter.

Metric 3: Number of volunteers engaged

12 Complete Count Committee members volunteered ideas during committee meetings and volunteered at in-person events. We were setting up events with student volunteers, however those events were canceled due to Covid-19.

10. Please report on Metric #4, identified in your grant award letter.

Metric 4: Number of events hosted/attended and number of attendees reached

We hosted or attended 17 events with a total reach of 4,151 attendees.

USE OF FUNDS (Provide a detailed list of your expenditures to date - add more lines as needed)		CENSUS GRANT FUNDS EXPENDED TO DATE	GRANTEE REQUIRED CONTRIBUTION EXPENDED TO DATE*		TOTAL EXPENDITURES
			CASH	IN-KIND	
1	Community Outreach Intern	19,631.72			19,631.72
2	Promotions and Giveaways	1,283.70	129.53		1,413.23
3	Events	613.99	1,923.35		2,537.34
4	Printing	2,334.13			2,334.13
5	Bus Shelter Advertisement	1,275.00		38,600.00	3,9875.00
6	Complete Count Committee			5,300.25	5,300.25
7	Pop-up Display Design and Fabrication	2,836.78			2,836.78
8	Social Media Ads		3,360.73		3,360.73
9	Music Video Production		3,500.00		3,500.00
10	Graphic Designer	823.69	1,366.31		2,190.00
11	Translation	100.00			100.00
12	Postcard mailout	5,485.99			5,485.99
	TOTAL:	\$ 34,385.00	\$10,279.92	\$43,900.25	\$ 88,565.17

City of College Park Final Report – Supplemental

Promotional Materials

Website: <https://www.collegeparkmd.gov/census2020>

11x17" poster

U.S. Census
Coming this March
COUNT ME IN

What is the Census?
A legal requirement to count all residents in the U.S. every 10 years.

Who counts in College Park?

- ✓ EVERYONE living in College Park on April 1
- ✓ Students living on or off campus
- ✓ Property owners and renters
- ✓ Families, including infants and children
- ✓ Non-U.S. Citizens

Why Be Counted?
Your response determines funding and representation for your community.

Icons: BUSINESS DEVELOPMENT, HEALTH CARE RESOURCES, SCHOOL FUNDING, ACCURATE REPRESENTATION, ENHANCED CITY SERVICES

www.collegeparkmd.gov/census2020

CITY OF COLLEGE PARK

2020 Census Maryland

This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

23x66" retractable banner

U.S. Census
Coming this March
COUNT ME IN COLLEGE PARK

What is the Census?
A legal requirement to count all residents in the U.S. every 10 years.

Who counts in College Park?

- ✓ EVERYONE living in College Park on April 1
- ✓ Students living on or off campus
- ✓ Property owners and renters
- ✓ Families, including infants and children
- ✓ Non-U.S. Citizens

Why Be Counted?
Your response determines funding and representation for your community.

Icons: BUSINESS DEVELOPMENT, HEALTH CARE RESOURCES, SCHOOL FUNDING, ACCURATE REPRESENTATION, ENHANCED CITY SERVICES

www.collegeparkmd.gov/census2020

CITY OF COLLEGE PARK

2020 Census Maryland

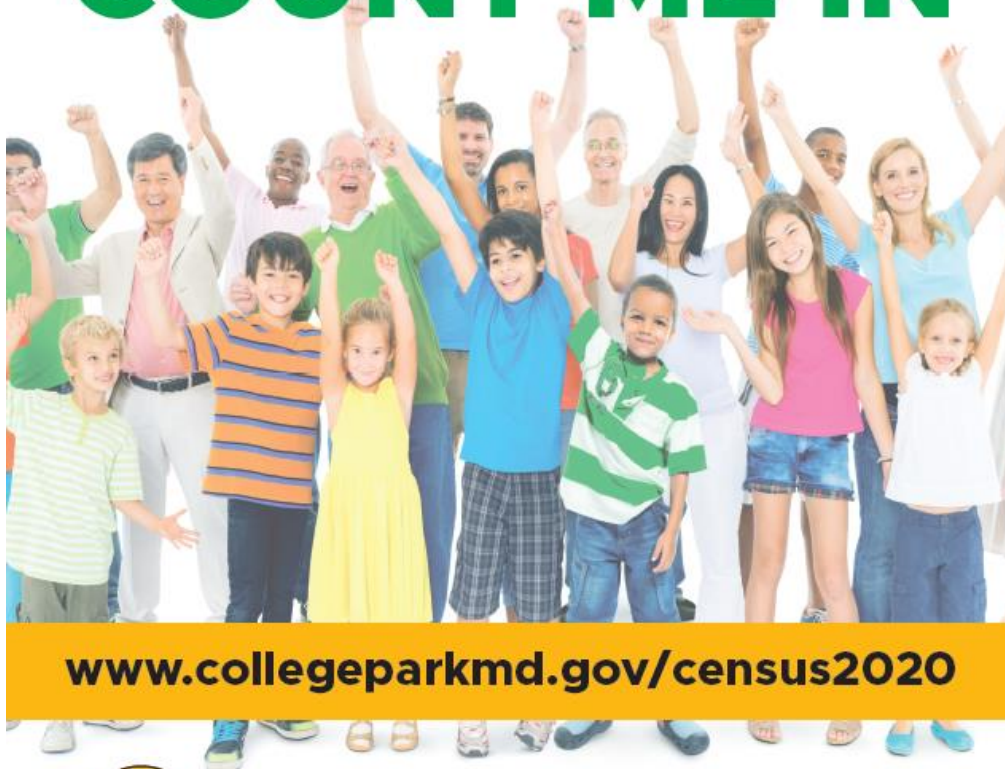
This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

Bus Shelter Advertisement was displayed from mid-February through late-September

2020 Census

Coming this March

COUNT ME IN



www.collegeparkmd.gov/census2020




CITY OF COLLEGE PARK



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

First postcard mailer delivered early February



COUNT ME IN COLLEGE PARK

for the U.S. Census 2020


WHAT IS THE CENSUS?
A legal requirement to count all residents in the U.S. every 10 years.

WHO COUNTS IN COLLEGE PARK?

- ✓ Everyone living in College Park on April 1
- ✓ Students living on or off campus
- ✓ Property owners and renters
- ✓ Families, including infants and children
- ✓ Non-U.S. Citizens

WHY BE COUNTED?
Your response determines funding and representation for your community.

- BUSINESS DEVELOPMENT
- HEALTH CARE RESOURCES
- SCHOOL FUNDING
- ACCURATE REPRESENTATION
- ENHANCED CITY SERVICES



**CAN WE
COUNT
YOU IN?**

LEARN MORE AT
www.collegeparkmd.gov/census2020



**CITY OF
COLLEGE PARK**

8400 BALTIMORE AVENUE SUITE 375
COLLEGE PARK, MD 20740-2544

Every household in the U.S. is required to complete a Census questionnaire after receiving a postcard notification from the U.S. Census Bureau in March.

This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.



COUNT ME IN COLLEGE PARK

The 2020 U.S. Census is coming! Make sure you are counted in this year's upcoming census this spring!

The census is a count of everyone who lives in the United States that happens every 10 years. It began in 1790 and was included in the Constitution because America's founders wanted a government that represents the people.

The census count is used to allocate seats in the House of Representatives for all 50 states and to conduct redistricting at the federal, state and local levels. It is a once-a-decade chance to track the shifts in population across our country.

Where do we need to build more schools, hospitals, and roads? Your response to the 2020 Census will inform how billions in federal funding flow to communities every year.

Historically, Prince George's County and the City of College Park have been undercounted. Everyone that lives in College Park on April 1, 2020 should be counted in College Park. All university students whether living on campus in dormitories or off campus in sororities, fraternities or neighborhood

houses, should be counted in College Park, not as part of a parents household.

You need to be counted regardless of your age or whether you reside in an apartment building, single-family home or in an assisted-living arrangement. Children under age 5, non-English speakers and immigrants are often undercounted.

Your response to the census determines funding and representation for your community in the following areas: Business Development and Jobs, Health Care Resources, School Funding, Enhanced City Services, and Accurate Legislative Representation.

In College Park, \$2,000 in federal funds is potentially lost for each person that is not counted (each year for 10 years!).

In March, residents will receive postcards from the U.S. Census Bureau with an invitation to complete the census form. New this year, residents can fill out the census form online starting in mid-March.

The City of College Park urges all households to fill out the form online, over the phone, or by



FOR THE 2020 CENSUS!

mail. It is safe, easy, and important to the community to have an accurate count of our population.

On March 21 from 12:00 p.m. to 3:00 p.m. at Duvall Field, join the City's Complete Count Committee for Census-Palooza!

Can we count YOU in?

Learn more about the Census and the City's efforts at www.collegeparkmd.gov/census2020.

Have questions? Contact the City's Department of Planning, Community & Economic Development with any census related questions.



CENSUS-PALOOZA!

SATURDAY, MARCH 21 | 12:00 TO 3:00 P.M. | DUVALL FIELD

Come out for a fun event with lots of local food, entertainment, kids activities and more as we celebrate all things Census! At the event you will learn more about the census, how to be counted and ask questions about it. We'll even have census workers helping people with their census form.

Backpack Mailers

Make sure you do your part to count all children. In March 2020, when you respond to the census, here is what you need to know:

- Count all children who live in your home whether they are related to you or not.
- If a child's time is evenly divided between two households, count where the child is on Census Day—April 1, 2020.
- Count children who are living in your home on April 1, 2020, even if they are only staying with you temporarily.
- Count newborn babies, even if they are still in the hospital on April 1, 2020.

Responding to the census is easy, safe, and important. You can complete the form online, by phone, or by mail.

And remember: Just like you protect the children in your care, the U.S. Census Bureau protects your privacy. The law requires the Census Bureau to keep your information confidential, and your responses cannot be used against you.

Help shape their future by going to 2020CENSUS.GOV.



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

Prince George's County Public Schools is not sponsoring, endorsing, or recommending the activities announced in this material/flyer.

Shape
your future
START HERE >

United States
Census
2020

Asegúrese de hacer todo de su parte para contar a todos los niños. En marzo del 2020, cuando responda al censo, esto es lo que debe saber:

- Cuente a todos los niños que viven en su hogar, sean o no sus familiares.
- Si el tiempo del niño se divide entre dos hogares, cuéntelo donde esté el Día del Censo: el 1 de abril del 2020.
- Cuente a los niños que viven en su hogar el 1 de abril del 2020, incluso si solo se quedan con usted de manera temporal.
- Cuente a los recién nacidos, incluso si todavía están en el hospital el 1 de abril del 2020.

Responder al censo es fácil, seguro e importante. Puede llenar el formulario por internet, por teléfono o por correo.

Y recuerde: así como usted protege a los niños a su cargo, la Oficina del Censo de los EE. UU. protege su privacidad. La ley le exige a la Oficina del Censo mantener su información confidencial, y sus respuestas no pueden ser usadas en su contra.

Visite [2020CENSUS.GOV/ES](https://2020census.gov/es) y empiece a darle forma a su futuro.



**Dale forma
a tu futuro
EMPIEZA AQUÍ >**

**United States[®]
Census
2020**

El Censo de los EE.UU.

CUENTEN CONMIGO

¿Qué es el Censo?

Un requisito legal para contar a todos los residentes en los EE.UU. cada 10 años.

¿Quién cuenta en College Park?

- ✓ TODOS los que viven en College Park antes de COVID19
- ✓ Estudiantes que viven dentro o fuera del campus antes de vacaciones de primavera
- ✓ Propietarios e inquilinos
- ✓ Familias, incluyendo bebés y niños
- ✓ Ciudadanos no estadounidenses

¿Por qué ser contado?

Su respuesta determina el financiamiento y la representación de su comunidad.



DESARROLLO DE NEGOCIOS



RECURSOS PARA LA ATENCIÓN MÉDICA



FINANCIAMIENTO ESCOLAR



SERVICIOS MEJORADOS PARA LA CIUDAD



REPRESENTACIÓN PRECISA



www.collegeparkmd.gov/census2020



CITY OF
COLLEGE PARK



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

U.S. Census

COUNT ME IN

What is the Census?

A legal requirement to count all residents in the U.S. every 10 years.

Who counts in College Park?

- ✓ **EVERYONE** living in College Park pre-COVID19
- ✓ Students living on or off campus before spring break
- ✓ Property owners and renters
- ✓ Families, including infants and children
- ✓ Non-U.S. Citizens

Why Be Counted?

Your response determines funding and representation for your community.



www.collegeparkmd.gov/census2020



CITY OF
COLLEGE PARK



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

Counting College Students in College Park

The 2020 Census is an important way you can leave your legacy in the College Park and UMD community by ensuring resources are available for you and the students that follow you! Whether you live on or off campus or at home with family, you need to be counted in the 2020 Census. You should count yourself where you live and sleep most of the time, even if you are temporarily staying elsewhere.

Off-Campus Students

- **If you live in an off-campus residence such as a private house, apartment, or privately-owned Greek House, you should respond to the 2020 Census** online at my2020census.gov, by phone, or by mail. You do not need a code to complete the Census. Choose the option "If you do not have a Census ID, click here" and use your address to complete the form online.
- You should count yourself at your off-campus address **even if you go elsewhere for school breaks or if you are temporarily staying elsewhere, including with your parents**, since colleges are closed due to COVID-19. If your parents have responded to the Census including your name, you should still respond based on your off-campus address. The Census Bureau will remove duplicates.
- **All of your roommates should fill out the census**, either all in one form or individually if you lease by the bed. If you are not sure whether your roommate has already responded for you, please respond and include everyone who normally lives with you at school. The Census Bureau would rather eliminate duplicates than miss you or your roommates entirely.
- **If you live off campus with your family throughout the school year, your family should count you on its census questionnaire.**



www.collegeparkmd.gov/census2020



CITY OF
COLLEGE PARK



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

Counting College Students in College Park



University Affiliated Housing

If you live in University affiliated housing, your Census response will be counted in an administrative group quarters count by the University of Maryland. **You do not need to fill out a census questionnaire if you live in one of these facilities:**

- **Residence Halls**
- **South Campus Commons**
- **The Courtyards**
- **Campus-affiliated Greek Houses:** Kappa Alpha, Phi Sigma Kappa, Zeta Beta Tau, Alpha Epsilon Pi, Phi Kappa Tau, Beta Theta Pi, Lambda Chi Alpha, Gamma Phi Beta, Alpha Sigma Phi, Sigma Kappa, Alpha Epsilon Phi, Zeta Tau Alpha, Zeta Psi, Sigma Chi, Alpha Delta Pi, Phi Sigma Sigma, Alpha Chi Omega, Delta Phi Epsilon, Sigma Delta Tau, Delta Gamma, Alpha Phi

Why Respond?

Statistics from the 2020 Census will **impact funding** for critical college student programs including:

- **school safety**
- **mental health services**
- **student wellness programs**
- **Federal Pell Grant Program**
- **Adult education grants**
- **Medicaid**
- The College Park community uses census statistics to **support** community initiatives, **demonstrate need** to help nonprofit organizations and advocacy groups, and decide whether to **expand** college facilities.
- The College Park community **loses out on \$18,250** for each person over a 10-year period that does not respond.

www.collegeparkmd.gov/census2020

Lawn Signs

RESPOND NOW TO
2020 Census

My2020census.gov
1-844-330-2020

COUNT ME IN!



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.



**CITY OF
COLLEGE PARK**

RESPONDE AHORA A
2020 Censo

My2020census.gov
1-844-468-2020

CUENTEN CONMIGO!



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.



**CITY OF
COLLEGE PARK**

Music Video:

<https://www.youtube.com/watch?v=yECO4UdgY1U&feature=share>

Social Media Ads

The City of College Park, MD ✓
March 16 · 🌐

Count Me in College Park with the 2020 U.S. Census! The City urges all residents to take a few minutes now to respond to the census online at my2020census.gov or call 1-844-330-2020 to respond by phone. Your information is safe and confidential.

Our community loses \$18,250 over ten years for each person that is not counted in the Census. That means less money for schools and universities, roads, community amenities and more! Can we count you in?

Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:

- You must complete your questionnaire when you begin if you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons back, forward, or close (browser) the browser window, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Avoid cookies.

227

41 Comments 28 Shares



The City of College Park, MD ✓

March 30 · 🌐

Calling all University of Maryland students that live off-campus:

Have you and your roommates completed your Census form using your College Park address? You count right here in College Park, where you would be most of the year under normal circumstances.

You do not need a code to complete your form at www.my2020census.gov! Respond now to ensure funding for Pell grants, university resources, healthcare resources, and local businesses in College Park.

Live on-campus or in University-sponsored housing? UMD will count you as part of group quarters.



👍❤️ 46

3 Comments 14 Shares

Selection of Weekly Bulletin Posts

1/17/20

Count Me In College Park!

The 2020 Census is coming this March! The census is a count of every person who lives in the United States and its territories that happens every 10 years. In 8 weeks, College Park residents will receive postcards from the U.S. Census Bureau with an invitation to complete the Census form. New this year, residents can fill out the Census form online starting in mid-March. The City of College Park urges all households to fill out the form online, over the phone, or by mail. It is safe, easy, and important to the community to have an accurate count of our population. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

1/24/20

Count Me In College Park!

The 2020 Census is coming this March! The City of College Park was undercounted in the 2010 Census. According to the U.S. Census Bureau, nearly 1 million children across the U.S. were not counted. The Census population statistics are used to determine how to spend billions of dollars in federal and state funds annually. Much of that money funds programs that directly affect children. They include nutrition assistance, Head Start, special education, foster care, Medicaid, the Children's Health Insurance Program, and housing assistance to help a child's family. Young children should be counted in College Park if they live and sleep in College Park most of the time. A newborn should be counted if he or she was born on or before April 1, 2020. The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

1/31/20

Count Me In College Park!

The 2020 Census is coming this March and your response is important to your community. Did you know that 55% of College Park households are occupied by renters? Whether you are an owner or a renter, you should respond to the Census. Don't forget to count everyone that lives with you including roommates, children, grandparents, friends, or other relatives. Renters are more likely to be missed in the census because they may be moving during the census-taking process. Respond to the census based on who is living in your household on April 1, 2020. The City of College Park urges all households to fill out the census form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

2/7/20

Count Me In College Park!

Next month you will be able to respond to the Census online for the first time at <https://2020census.gov/>! When you respond to the census, your answers are kept anonymous. They are used only to produce statistics. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. The law ensures that your private information is never published and that your answers cannot be used against you by any government agency, law enforcement, or court. The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

2/14/20

Count Me In College Park!

Happy Valentine's Day! Have you heard of any of these locations in the U.S.?

- Loveland, Colorado (Population – 76,701)
- Romeoville, Illinois (Population – 39,632)
- Love Valley, North Carolina (Population – 108)
- Valentine, Texas (Population – 127)

The Census Bureau gathers statistics on all the communities in the U.S. and its territories. Show some love to your community and make sure your household is counted in the 2020 Census. Having an accurate count of College Park's population determines funding and representation for the community.

The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

2/21/20

Count Me In College Park!

Can you be counted for the 2020 Census if you are not a permanent resident of the U.S.? **YES!** Noncitizen U.S. nationals, lawful permanent residents (immigrants), temporary migrants (such as foreign students), humanitarian migrants (such as refugees and asylees), and unauthorized migrants need to be counted. The Census Bureau does not share any personally identifiable information with any other agency, including law enforcement. All data at the Census Bureau, whether obtained from surveys or records from other agencies, are protected from disclosure and kept confidential under the law. The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

2/28/20

Count Me In College Park!

Did you know that accurate Census information is important to businesses? Census data including trends in the population, projections of growth, and information on demographics are valuable to businesses. Businesses use the Census data for better decision-making regarding expansions, hiring strategies, and other business practices to decrease perceived risks and increase return on investments. The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

Count Me In College Park!

Terps living in College Park, either on or off campus, should be counted right here in College Park for the 2020 Census. The University of Maryland will respond to the Census on behalf of students that live on campus and in University-sponsored sorority and fraternity housing. For students living off campus, one roommate should be designated as the census responder for the household. The census will ask about birthdates, race, and ethnicity of everyone living in the household. As long as you are living in College Park on April 1, even if you go back to your parent's home during school breaks, you should fill out the census form based on your College Park address. The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

3/6/20

Count Me In College Park!

The Census is almost here! Every household should be receiving a postcard notification from the U.S. Census Bureau in the next two weeks. To fill out your Census form online starting on March 12th, go to <https://my2020census.gov/>. Here is a video that shows how to fill out the census form online: https://www.youtube.com/watch?v=fXg1_1HHKzA. It should only take a few minutes and it is easy, safe, and important for our community! The community loses \$18,250 for each person that does not respond.

The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

3/13/20

Count Me In College Park!

The 2020 Census is here! You can respond to the census online now at <https://my2020census.gov/> or call 1-844-330-2020 to respond by phone. Your response determines funding and representation for our community including health care resources, school funding, accurate legislative representation, enhanced city services, business development, and jobs. Everyone living in College Park on April 1 needs to be counted. It should only take about ten minutes or less and it is easy, safe, and important for our community!

The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

3/20/20

Count Me In College Park!

Take a few minutes now to respond to the 2020 Census. Respond online at <https://my2020census.gov/> or call 1-844-330-2020 to respond by phone. Your response impacts healthcare, roads, infrastructure projects, emergency services, and other matters important to your community. Avoid having a census worker come to your door later this spring by responding now!

The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

3/27/20

Count Me In College Park!

The Census is adjusting operations due to COVID-19 and is asking students in universities that are temporarily closed due to the virus to count themselves based on where they live and sleep most of the year. For college students living off-campus, you should be counted at your College Park address, not your parent's home. You can respond online at <https://my2020census.gov/> using your address. You do not need the code from the Census Bureau letter in the mail. You can also call 1-844-330-2020 to respond by phone. University students living on campus or in University-sponsored housing will be counted administratively by group quarters and do not need to take action.

The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3541.

5/8/20

Count Me In College Park!

What do Medicaid, Medicare, Children's Health Program, Supplemental Nutrition Program for Women, Infants, and Children (WIC), Highway Planning and Construction, Pell Grants, School Lunches, and Section 8 Housing Vouchers have in common? These programs are all forms of federal assistance that are distributed based on Census Bureau data. Census data is collected every 10 years and you can respond if you haven't already at <https://my2020census.gov/> using your address. You do not need the code from the Census Bureau letter in the mail. You can also call 1-844-330-2020 to respond by phone.

The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3541.

5/15/20

Count Me In College Park!

Your response to the 2020 census at <https://my2020census.gov/> informs local business decisions. When planning a new business or deciding whether to hire more staff, entrepreneurs and big chains alike must answer key questions such as: Who are my potential customers? How many live in the area? How many similar businesses are already operating nearby? How much are those competitors paying their employees? That's why it's important to respond to the 2020 Census. Responses could lead to more jobs and new businesses in a community. Businesses use population statistics to help decide where to add jobs or open new stores, offices or other businesses in communities across the country.

The City of College Park urges all households to fill out the form online, over the phone, or by mail. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3541.

Selection of Municipal Scene Articles

<https://city-of-college-park.foleon.com/municipal-scene/september2020/the-census-is-here/>

July:

Count Me In College Park!

The first census was conducted in 1790 and the count happens every ten years. The census count determines the distribution of federal funding and representation. "Apportionment" is the process of dividing the 435 memberships, or seats, in the House of Representatives among the 50 states. The apportionment calculation is based upon the total resident population (citizens and noncitizens) of the 50 states.

The Constitution provides that each state will have a minimum of one member in the U.S. House of Representatives, and then the apportionment calculation divides the remaining 385 seats among the 50 states. Congress decides the method used to calculate the apportionment. The United States is divided into 435 congressional districts, each with a population of about 710,000 individuals. Each district elects a representative to the House of Representatives for a two-year term. The State of Maryland has eight congressmen.

Everyone that lived in College Park this spring should be counted here. Students living on and off campus, foreign students, children and infants, non-English speakers and non-U.S. citizens should all be counted. Respond now at my2020census.gov or call 1-844-330-2020 for English or 1-844-468-2020 for Spanish

Can we count YOU in? Learn more at www.collegeparkmd.gov/census2020 or contact the City's Department of Planning, Community & Economic Development at 240-487-3541.

June:

Count Me In College Park!

The 2020 Census is still open for your response at my2020census.gov, over the phone at 1-844-330-2020 for English or 1-844-468-2020 for Spanish, or respond with the paper form that was recently mailed out to households that have not yet responded.

4 Things You Have Wrong About the Census

Myth #1: There's a citizenship question.

FALSE. There is no citizenship question on the Census. And, you **do not** need to be a citizen to be counted. The goal of the Census is to count every person living in the US.

Myth #2: My answers will be shared.

INCORRECT. The law requires the Census Bureau to **keep information confidential**. The Census Bureau is only allowed to produce summary data that provides an overview of the population, but nothing representing specific individuals.

Myth #3: My answers could be used against me.

NEVER. The law **prohibits** the Census Bureau from sharing information with law enforcement or immigration enforcement agencies under Title 13. Your answers cannot be used to impact your eligibility for government benefits either.

Myth #4: The Census is like a survey – optional.

WRONG – it's the law. Counting every person living in the United States is done every ten years following Article 1, Section 2 in the Constitution. **Participating** in the Census is how we get a true picture of America and we need everyone to respond.

For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3541.

May:

Count Me In College Park!

The 2020 Census is still open for your response at my2020census.gov, over the phone at 1-844-330-2020 for English or 1-844-468-2020 for Spanish, or respond with the paper form that was recently mailed out to households that have not yet responded. It is extremely important to the City that you be counted in College Park so that we don't miss out on local, state and federal funding and have an accurate count of our population. The survey takes less than ten minutes and it asks how many people live in your home and if your home is rented, owned, or occupied without rent. In homes with more than one resident, the Census asks how everyone else in the home is related to the person who fills out the form, such as a child or roommate. The Census form asks no more than seven questions about each person including: name, age and birth date, sex, race, and whether household members are of Hispanic or Latino origin.

University students that live off-campus in College Park should respond based on their residence most of the year, even if they are temporarily living with parents due to COVID-19. Students should respond using their College Park address even if their parents responded to the Census including the student. The Census Bureau will remove duplicates. The University of Maryland will count all students living on-campus, in fraternity and sorority houses, and

University-sponsored housing like South Campus Commons in an administrative group count. Learn more here: https://www.youtube.com/watch?v=B4Ee8ol_LxY
For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

April:

April 1 is Census Day! Every household in the U.S. should have received a letter from the Census Bureau with a 12-digit Census ID in March. You can respond to the Census if you don't have your Census ID by using your address. Respond online at my2020census.gov in English, Spanish, or 11 other languages. You can respond over the phone by calling 1-844-330-2020 for English or 1-844-468-2020 for Spanish. If you prefer the paper questionnaire, it will be mailed out in April to the households that have not yet responded. The form takes less than ten minutes to complete and your responses are confidential.

As of March 28, the State of Maryland has a 34% response rate, Prince George's County response rate is 30% and the City of College Park is only at 23%. Your response is critical to secure funding for the community for health care resources, schools, businesses, and City services. Share the message and urge your neighbors to respond!

University students that live off-campus in College Park should respond based on their residence most of the year, even if they are temporarily living with parents due to COVID-19. The University of Maryland will count all students living on-campus, in fraternity and sorority houses, and University-sponsored housing like South Campus Commons in an administrative group count. Learn more here: https://www.youtube.com/watch?v=B4Ee8ol_LxY
Respond now to avoid having Census workers knock on your door this spring. For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3541.

March:

Count Me in College Park for the 2020 Census!

Every household in the U.S. is required to complete a Census questionnaire after receiving a postcard notification from the Census Bureau in March. Starting March 12, the Census form will be available online at my2020census.gov for the first time! Select one person from your household to fill out the form online, over the phone, or by mail. The Census asks how many people live in your home and if your home is rented, owned, or occupied without rent. In homes with more than one resident, the census asks how everyone else in the home is related to the person who fills out the form, such as a child or roommate. The census form asks no more than seven questions about each person including: name, age and birth date, sex, race, and whether household members are of Hispanic or Latino origin. View this video https://www.youtube.com/watch?v=fXg1_1HHKzA for a step-by-step guide on how to respond.

Do you have questions or want help with your form? The City's Complete Count Committee and Census workers will be at our Census-Palooza event to help you and answer your questions.

Census-Palooza will be held on Saturday, March 21 at Duvall Field from 12-3pm. Join us for live music, local food, kids activities and more as we celebrate all things Census!

For more information, click <https://www.collegeparkmd.gov/census2020> or contact the Planning Department at 240-487-3538.

February: Count Me in College Park for the 2020 Census!

The census is a count of everyone who lives in the United States that happens every 10 years. April 1, 2020 is the official Census day but you can respond to the census starting in mid-March online at 2020census.gov, over the phone, or by mail. Every household in the U.S. is required to complete a Census questionnaire after receiving a postcard notification from the Census Bureau in March. Your response is safe, easy, and important to the community. Population counts based on census responses determine funding and representation for your community in the following areas: Business Development and Jobs, Health Care Resources, School Funding, Enhanced City Services, and Accurate Legislative Representation.

Everyone that lives in College Park on April 1 should be counted here. Students living on and off campus, foreign students, children and infants, non-English speakers and non-U.S. citizens should all be counted.

Can we count YOU in? Learn more at www.collegeparkmd.gov/census2020 or contact the City's Department of Planning, Community & Economic Development at 240-487-3538.

College Park Day Flyers/Materials

Count Me In College Park!



Your participation is worth

\$18,250



College Park loses more than \$18,250 in federal funding over a 10-year period for **each person** who does not fill out their Census survey.



The census counts people where they **reside** on April 1, 2020 – and for anyone living in rental houses, renting individual rooms in a home in College Park, or living in campus dorms – they should all be counted right here in College Park!



Make your voice count in your government! Community population size determines the number of U.S. House of Representatives each state has in Congress, the size of your county delegation in the state, and even local city council districts are impacted!



Respond by mail, phone, or online. Your personal information is legally protected and confidential.



This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

Hazte Contar College Park!



Su participación vale

\$18,250



College Park pierde más de \$18,250 en fondos federales durante un periodo de 10 años por **cada persona** que no complete su encuesta del censo.



El censo cuenta a las personas donde residen el 1 de abril de 2020, y para cualquier persona que viva en dormitorios, casas de alquiler o alquileres habitaciones individuales en un hogar en College Park. ¡Todas deben contarse aquí mismo en College Park!



¡Haga que su voz cuente en su gobierno! El tamaño de la población comunidad determina el número de la Cámara de Representantes de E.U. que cada estado tiene en el Congreso, el tamaño de la delegación de su condado en el estado e incluso el consejo municipal local los distritos se ven afectados!




Responda por correo, teléfono o en línea. Su información personal está protegida por ley y es confidencial.



Este Proyecto ha sido financiado en parte con fondos estatales de Programa de Becas del Censo 2020 de Maryland. Contenido del proyecto o las opiniones no reflejan necesariamente los puntos de vista o políticas del Estado de Maryland o cualquiera de sus instrumentos.

This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.




COUNT ME IN COLLEGE PARK!

In March 2020, residents will receive an invitation to complete their Census forms. The City of College Park urges all residents to fill out the form online, over the phone, or by mail. It is safe, easy, and important to the community to have an accurate count of our population.

I pledge to complete the Census information for my household.

Print Name




This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

COUNT ME IN COLLEGE PARK!


Census Day is April 1, 2020

Remember to respond to the Census online, by telephone, or by mail based on your physical residence on April 1.

College Park loses more than \$18,250 in federal funding over a 10-year period for each person who does not fill out their Census survey.



PLEASE
PLACE
STAMP
HERE




HAZTE CONTAR COLLEGE PARK!

En Marzo 2020, los residentes recibirán una invitación para responder al Censo. City of College Park solicita todos residentes a responder por correo, teléfono o en línea. El Censo es seguro, fácil, y importante al comunidad.

Yo prometo a responder al Censo.

Nombre




This Project has been financed in part with State funds from Maryland's 2020 Census Grant Program. Project content or opinions do not necessarily reflect the views or policies of the State of Maryland or any of its instrumentalities.

HAZTE CONTAR COLLEGE PARK!

Día del Censo es 1 de Abril

Recuerda a responder al Censo por correo, teléfono o en línea basado en su residencia física 1 de Abril.

College Park pierde más de \$18,250 en fondos federales durante un periodo de 10 años por cada persona que no complete su encuesta del censo.



PLEASE
PLACE
STAMP
HERE

Pledge cards that were signed and mailed out in March as a reminder

Event Photos























Complete Count Committee
Thursday, March 28, 2019
Davis Hall

Name	Present	Absent
Marta Alvarez		X
Heidi Biffi		X
Gloria Aparicio-Blackwell	X	
Robert Day		X
James Nealis	X	
Michael Glowaski	X	
Andy Miller	X	
Denise Mitchell		X
John Payne	X	
Lupi Quinteros-Grady	X	
Melissa Sites	X	

Also present: Kacy Rohn, Community Development Planner and Staff Liaison; Terry Schum, Director of Planning, Community and Economic Development

The meeting was called to order at 7:35pm by Staff Liaison, Kacy Rohn. This is the initial meeting for the Complete Count Committee. The objective of this committee is to ready the City of College Park for the April 1, 2020 census. Ms. Rohn summarized the resolution of the committee as put forth by Mayor and Council: The Complete Count Committee is charged with developing and executing an outreach strategy and action plan to raise awareness of the 2020 Census and increase participation by City residents. The Committee will identify hard-to-count populations, neighborhoods with low census participation rates, and potential barriers to resident participation, and develop and implement strategies to address these obstacles. The Committee's recommendations shall also address grassroots outreach, marketing campaigns, promotional events and materials, and the use of City resources for outreach activities. The Committee will develop a report at the end to share with Mayor and Council. The Committee is comprised of 10 members. All meetings are open to the public.

1. The Census is important for the following reasons:
 - a. It helps Mayor and Council make informed decisions for the future of the City.
 - b. It helps to understand the population make-up of College Park.
 - c. It serves as the information needed for federal funding allocation for the next 10 years based on population.
 - d. The impact of the census decides on potential congressional redistricting and redrawing of legislative boundaries.
2. Election of a chair person. This decision was tabled until the committee has received training and has a clear vision of how it needs to be accomplished.

3. The following questions and concerns were raised:

- a. If are in College Park on April 1, 2020, you should be counted in the College Park census. That includes the students attending the University of Maryland. This is the day that the form should be returned by. Forms should be received in advance of the date.
- b. What about international students? That question should be raised at the training which the Census Bureau will do for the committee, but the assumption is that if you are in College Park on April 1, 2020, you should be counted.
- c. Is every census form the same? Everyone should receive the same form, but they do come in different languages.
- d. Can people complete their forms online via the internet? Yes, the form will be available online. That information will be on the forms. This will be an easier way for students to respond.
- e. How are the homeless people counted and/or receive a form? There are volunteers from the Census Bureau who go out and count them.
- f. Was there a 2010 committee? Yes, but it was very informal and did not start until a few months prior to the Census.
- g. Is there a reason why the University of Maryland cannot make a blanket statement on the number of students who live on campus and report it? In 2010, since it was so difficult to have the students respond (many presumed they were counted in their hometowns by their families), the University was able to give a number of students. But the goal is to have each person complete a form, either paper or online.
- h. Student representative on the committee? One student was approached and declined due to overcommitment. The SGA president is too new. An RA could be approached and asked. Ms. Rohn stated that the resolution called for only 10 committee members and City Council would have to change the resolution. It may be possible to have a student liaison on the committee; Ms. Rohn will inquire.
- i. Will there be posters and pictures showing what the form will look like? Yes
- j. Will probably need to aid senior citizens, especially those who do not have access to the internet.
- k. Awareness will be an important key to obtaining as accurate a count as possible.
- l. Ms. Blackwell is having periodic meetings with the Census Bureau representatives with regards to the University of Maryland.
- m. Do we have any idea how the response rate is with other college towns and maybe they can share best practices? Ms. Rohn does not but will try and find out some information.
- n. There will be opportunities for local jobs to help with the 2020 Census and this could be a great way to get students involved.
- o. What does a numerator mean? It's a counter. You go to an address that did not respond with a blank form and have them complete the form.
- p. Guides have a glossary of census terms.

4. Discussed 2010 information.
 - a. Ms. Rohn reported that College Park had a very low response rate in 2010 – 72.5%. It was lower than the county response; Prince Georges County historically has a low response rate. College Park was even lower than the national rate which was 79.4%. Part of Old Towne College Park and the University of Maryland had the lowest response rate at 49%.
 - b. Reviewed the maps provided the Census Bureau. The boundaries do not correspond accurately with the City boundaries.
 - c. Data shows that College Park has much room for improvement in the response rate for 2020.
 - d. Group housing is a separate issue on the Census forms – need age, how do you commute, education level to date, -- need detailed information on the forms. This will be a change on the 2020 form as it will not be included.
 - e. The City challenged the 2010 census count on total population count. There were errors regarding miscounting of units in apartment buildings and counted buildings under construction as being finished, but completely vacant. Occupancy reports received from property management companies showed higher occupancy than the Census reported. Unfortunately, none of this information is showing in the official 2010 Census report.
 - f. The 2010 demographic report also shows in the northern neighborhoods of College Park that 12% of the population is in a household where no one over the age of 14 speaks English very well and 30.1% of the population is foreign-born.
 - g. Students, linguistically-challenged households, seniors, homelessness, children under 5 – these are populations that the committee will need to consider as strategies are developed for complete counting.
 - h. Census Bureau seemed to have a revolving staff and could account for some of the errors.
 - i. How did they do the census forms for the students in 2010? Did they go to each dorm? Mr. Glowaski stated that the students received blank forms and then he generated a letter along with the letter from the Census Bureau to complete the form. The Census Bureau were supposed to have collection stations all over campus to collect the forms, but the temp employees rarely showed up.
 - j. Help Center was set up at the Senior Center. Could do again in 2020, maybe in a few locations.
5. Discussed 2020 Census environment.
 - a. Can complete online, by mail or by phone.
 - b. 95% of households will receive census information that will show the online link.
 - c. Initial forms will be mailed March 12-20, 2020. There will be a reminder sent out prior to the April 1 deadline.
 - d. Online forms may be fearful for people based on hacking and thinking that their personal information may be stolen.

- e. Ronald Brown, from the Census Bureau, has offered to do a training for the committee and will introduce the local and regional staff who will be working in the College Park area.
- f. Awareness must be repeated to the students is key.
- g. Immigration status question and is proposed to be reintroduced. Several states have sued the federal government on this question. The Supreme Court has decided to take up this question. They will start reviewing this question the week of April 23, 2019.
- h. If some questions are not completed, is it incomplete? Yes, you are required to complete the form in its entirety.
- i. Census Bureau has taken an oath that they cannot release any personal information, including to the executive branch and the President, for 72 years.
- j. Need to think of messages to reassure people to overcome fear of participation.
- k. May have to have some sub-committees to speak to the various communities.
- l. Do we know how many languages are spoken in College Park? No, but Ms. Rohn will obtain the information. Spanish, French, Chinese, Vietnamese come immediately to mind.
- m. Can we verify data ahead of time for dorms, apartment buildings, etc. to ensure that the information may be more accurate? College Park reports new apartment buildings, homes, etc. on a regular basis and will have an opportunity to review prior to the forms being mailed. When the update comes out, it will be reviewed to ensure that the new residences on campus have been included such as the Landmark, Terrapin Row, etc.
- n. Could we post sample Census forms?

6. Resources

- a. There is \$13,000 in the next FY proposed budget for the committee's work. The budget should be approved in mid-June. There were no objections at any of the budget work sessions.
- b. The money can be used broadly for the committee work: outreach, translation services, mailings.
- c. Applied to Maryland Department of Planning for \$38,000 for funding. Grant will be announced on April 1, 2019.
- d. Maryland will be announcing on April 1, 2019 the members of the State Complete Count Committee.
- e. Metropolitan Washington Council of Governments is coordinating all the area Complete Count Committees and will share information.
- f. Will do a training with Ronald Brown in lieu of the April meeting. Ms. Rohn will send out a doodle poll on potential training dates.

7. Ideas for outreach on upcoming Census:

- a. Maryland Day coming up at the end of April.
- b. College Park Day in the fall
- c. Posters, flyers
- d. Pencils at Maryland Day or College Park? "Be counted on April 1, 2020"
- e. Ms. Rohn will ask the Census Bureau for any resources.

8. Next steps:
 - a. Schedule training
 - b. Review guides distributed
 - c. CPCS to reach out to citizens
 - d. Look at nonprofit organizations to help
 - i. Boys and Girls Club
 - ii. College Park Rotary
 - iii. Shuttle buses showing census information.

The meeting concluded at 9:00 pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
Monday, April 22, 2019
City Hall

Name	Present	Absent
Heidi Biffl	X	
Gloria Aparicio-Blackwell	X	
Robert Day	X	
Michael Glowacki	X	
Andy Miller	X	
Denise Mitchell	X	
Jim Nealis	X	
John Payne		X
Lupi Quinteros-Grady	X	
Melissa Sites	X	

Also present: Kacy Rohn, Community Development Planner and Staff Liaison; Terry Schum, Director of Planning, Community and Economic Development; Ronald E. Brown, Partnership Coordinator, U.S. Census Bureau; Sonya Harris Ladjevich, Partnership Specialist, U.S. Census Bureau; Lee A. Osberry, Partnership Specialist, U.S. Census Bureau; and Branson Cameron, University of Maryland student.

The meeting was called to order at 6:08 pm by Staff Liaison, Kacy Rohn. After brief introductions by everyone present, Mr. Brown delivered a presentation that provided an overview of the 2020 Census and the role of the Complete Count Committee.

Following the presentation, Committee members discussed the importance of having a Census presence at Maryland Day, scheduled for Saturday, April 27th. Census staff agreed to try to provide materials for distribution and staff to attend the event. The emphasis will be on sending recruiters who can hand out information about the many Census jobs currently available for local residents.

The meeting adjourned at 7:40 pm.

Respectfully submitted by Kacy Rohn, Staff Liaison.

Complete Count Committee
Monday, June 10, 2019
Davis Hall

Name	Present	Absent
Marta Alvarez		X
Heidi Biffl (7:40pm)	X	
Gloria Aparicio-Blackwell	X	
Bronson Cameron	X	
James Nealis	X	
Michael Glowaski		X
Andy Miller	X	
John Payne	X	
Lupi Quinteros-Grady	X	
Melissa Sites	X	

Also present: Kacy Rohn, Community Development Planner and Staff Liason; Jordan Baucum Colbert, Prince Georges County 2020 Census Outreach Coordinator, Sheryl DeWalt, Contract Secretary,

The meeting was called to order at 7:06pm by Staff Liaison, Kacy Rohn.

1. Election of a chair person. Mr. Miller made a motion and Ms. Aparicio-Blackwell seconded for James Nealis to become chair. Mr. Nealis accepted the nomination.
Motion carries 7-0-0.
2. Reviewed the agenda. There is a change to the date to reflect the meeting on June 10, not June 4. Mr. Payne made a motion and Mr. Miller seconded. **Motion carries 7-0-0.**
3. Reviewed March 28, 2019 minutes and April 22, 2019 minutes. Mr. Miller made a motion and Mr. Payne seconded to accept March 28, 2019 minutes. **Motion carries 7-0-0.** Ms. Sites made a motion and Mr. Miller seconded to accept the April 22, 2019 minutes. **Motion carries 7-0-0.**
4. Ms. Baucum Colbert reviewed activities being done by Prince George's County for the 2020 Census:
 - a. There will be an official Complete Count Committee, with 12 sub-committees, for the County as of July 1, 2019 when the new fiscal year begins.
 - b. The website has been created: www.pgcensus2020.org. There is information from the US Census Bureau on the website.
 - c. Branding materials have been ordered and will be used for outreach and community events.
 - d. Grantees will be receiving their funds within the next week. College Park will be receiving \$34,385.
 - e. A one-page flyer has been created about the Census.

- f. Met with Chair of Library systems to work and to help people complete the census form at the library locations throughout the County.
 - g. The County Census committee will keep all municipalities informed on any information regarding the 2020 Census.
 - h. The census form is translated into 13 different languages.
 - i. The Council on Government (COG) will do advertising through WMATA.
- 5. Reviewed Census Workshop on April 22 conducted by COG:
 - a. The citizenship question is the “big elephant” on the census. The census employees are sworn to not release any personal information or there will be a penalty.
 - b. Legal protection is in place to protect people’s rights.
 - c. The committee may want to consider asking Mayor and Council make a resolution to protect all data and confidentiality of information on the census form.
 - d. Marketing materials will be available.
 - e. COG is working on corporate sponsors/partnerships. They are reaching out to Kaiser, WSSC, as examples.
 - f. Internet radio
 - g. A reminder that wherever you are on April 1 is where you count for the 2020 census.
- 6. Reviewed Proposed Timeline of Activities from July 1, 2019 – June 30, 2020:
 - a. Talk to DOTS about a message on the shuttle buses.
 - b. Come up with slogan. Suggestions: “Be Counted.” “Claim Your Residency.” “Be Counted in College Park.” “You Matter.” “Take The Pledge – I Am Counted.”
 - c. Attend Civic Association meetings.
 - d. Information in church bulletins.
 - e. College Park website and Municipal Scene. Ask College Park Communications Coordinator to attend the next meeting.
 - f. College Park Day, October 5, 2019.
 - g. Cloth Bags for the food bank in North College Park.
 - h. Display information in College Park businesses
 - i. National Night Out, August 6, 2019
 - j. Farmers’ Markets – Downtown and Hollywood
 - k. NextDoor College Park
- 7. Outreach Workplan Development
 - a. Homeless Population
 - i. Who is responsible? County? Census Bureau?
 - ii. What info/help do they need from us?
 - b. Immigrant Households and Communities of Color
 - i. Langley Park Festival
 - ii. Internet Radio

- iii. Estudios Universitarios
- iv. Radio America PSA – reach out to Delegate Joselynn Peña-Mylnek – she has weekly talk show
- v. Reach out to other radio stations/NBCY/Telemundo
- vi. Reach out to businesses/restaurants – Target poster/advertisement
- vii. Partner with churches (invite different church leaders to one of our meetings and share about importance of being counted, ask they can distribute flyers)
- viii. National Night Out in August
- ix. Target Ads, Park & Planning
 - x. Social clubs, social groups, athletic groups
- xi. Partnering with school
- xii. College Park cable channel
- xiii. Multilingual ads
- xiv. Youth and Family Services
- xv. Latin American Youth Center – align events
- xvi. Americorps – help with campaigning certain neighborhoods

c. Students – On and Off Campus

- i. Private Housing
- ii. Forms
- iii. PGPOA
- iv. City of College Park
 - 1. University residence halls
 - 2. Greek life (Intrafraternal council)
- v. SGA
- vi. Latino
- vii. Laura (undocumented Terps)
- viii. Off Campus Housing
- ix. Office of Community Engagement
- x. Office of Strategic Communication
- xi. Starbucks UMD
- xii. Events
 - 1. First 100K/Second 100K fair
 - 2. Clarice Festival
 - 3. SGA special event
 - 4. Good Neighbor Day
 - 5. Maryland Day
 - 6. Spring orientation
 - 7. President Loh
 - 8. DOTS (buses)
 - 9. Stamp, Tapestry
 - 10. Census Club?
 - 11. Diamondback
 - 12. UMD TV/Radio
 - 13. UMD Newsletters

14. Family Weekend
15. CP Scholar
16. Civicus
17. Athletics
18. March Madness
19. Big 10 contest?

- d. Digital Divide – Seniors & Households without internet
 - i. Farmer's Markets
 - ii. Attick Towers
 - iii. Up School & Holy Redeemer
 - iv. Computer Labs
 - v. Open Houses or Hours
 - vi. Scouts
 - vii. Trash collection
 - viii. Public Works – back door programs
 - ix. Hair/Cosmetologists
 - x. Neighbors helping neighbors
 - xi. Greek students – tablets, iPads
 - xii. Moose Lodge, VFW, Elks, Starbucks, Jason's Deli, Lions, Knights of Columbus
 - xiii. Meals on Wheels
 - xiv. Best Buy
 - xv. Food Pantry
 - xvi. Social Workers, Case Managers
 - xvii. College Park Senior Services
 - xviii. AARP
 - xix. Programs at the Senior Center
 - xx. LCSL – Leadership and service office
 - xxi. College Park Arts Exchange Event
 - xxii. Flu shot campaign

Mr. Miller made a motion and Mr. Cameron seconded the motion to adjourn the meeting at 9:15pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
Wednesday, July 31, 2019
Lower Level Conference Room - City Hall

Name	Present	Absent
Gloria Aparicio-Blackwell	X	
Heidi Biffl	X	
Branson Cameron	X	
Robert Day	X	
Michael Glowacki	X	
Andy Miller	X	
Denise Mitchell	X	
James Nealis	X	
John Payne	X	
Lupi Quinteros-Grady		X
Melissa Sites	X	

Also present: Kacy Rohn, Community Development Planner and Staff Liaison; Ryna Quiñones, Communication Coordinator, City of College Park; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:04pm by James Nealis, Chair.

8. Reviewed the agenda. Mr. Payne made a motion and Mr. Miller seconded. **Motion carries 10-0-0.**
9. Reviewed June 10, 2019 minutes. Mr. Miller made a motion and Mr. Payne seconded to accept June 10, 2019 minutes. **Motion carries 10-0-0.**
10. Slogan for College Park. Ms. Rohn shared several slogans from other municipalities. Ms. Quiñones led a discussion on ways to come up with a slogan. The final slogan for College Park for Census 2020 will be "Count Me In."
11. Discussed venues for sharing information about Census 2020 and using the new slogan:
 - a. National Night Out – August 6, 2019. Ms. Sites stated she would be at Duvall Field and be able to make buttons.
 - b. Saturday, September 14, 2019 there will be a dental clinic through Mission of Mercy at the Xfinity Center on campus.
 - c. College Park Day, October 5, 2019.
12. Decisions to be made for the committee to assist with handling out information on Census 2020:
 - a. Polo shirts or Tshirts for committee members to wear at all events with the slogan
 - b. Informational flyer – to be completed and printed by October 5, 2019. Need to have it done in at least 12 languages for College Park.
 - c. Poster printed to be placed in prominent areas at all events
 - d. How does the committee access the grant money?

- e. Table cloth to use at events
- f. Print stickers
- g. Work with University of Maryland on having students complete Census recognizing College Park and not their hometowns. Potentially completing online – getting a link and emailing to all students.
- h. Hire an organizer to work about 20 hours per week through June 1, 2020.
- i. Have a “Spinning Wheel” with prizes next to Art Council table at College Park Day.
- j. Using social media to get the word out about Census 2020: College Park website, Facebook, Instagram, Twitter, Municipal Scene, video for posting
- k. Volunteers for each event
- l. Working with high school to create a “Census Club” and using the students as volunteers. Can receive community service hours towards graduation. High schools to be targeted: Northwestern, Parkdale, College Park Academy, Eleanor Roosevelt, High Point.

Committee will work on an action plan at the August meeting for the above suggestions and decisions.

13. Ms. Rohn announced that she has taken another position and until her position is filled, Terry Schum will be the staff liaison.

Mr. Payne made a motion and Mr. Miller seconded the motion to adjourn the meeting at 8:50pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
Wednesday, August 28, 2019
Lower Level Conference Room - City Hall

Name	Present	Absent
Gloria Aparicio-Blackwell		X
Heidi Biffl		X
Branson Cameron	X	
Robert Day	X	
Michael Glowacki	X	
Andy Miller		X
Denise Mitchell		X
James Nealis	X	
John Payne	X	
Lupi Quinteros-Grady (7:25pm)	X	
Melissa Sites	X	

Also present: Terry Schum, Director of Community, Planning and Economic Development, City of College Park; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:07pm by James Nealis, Chair.

14. Reviewed the agenda. Ms. Sites made a motion and Mr. Payne seconded. **Motion carries 6-0-0.**
15. Reviewed July 31, 2019 minutes. Mr. Day made a motion and Mr. Payne seconded to accept July 31, 2019 minutes. **Motion carries 6-0-0.**
16. Discussed purchasing T-shirts or Polo Shirts. Ms. Schum shared a picture of the Maryland state logo and we do have permission to use it. Ms. Sites made a motion to order polo shirts in beige/cream color using the Maryland logo and the City of College Park slogan, "Count Me In." Mr. Day seconded. **Motion carries 7-0-0.** Ms. DeWalt will send out an email asking for committee member sizes and send to Ms. Schum for ordering.
17. Updated discussion on upcoming events:
 - a. Dental clinic on September 13-15, 2019 at the Xfinity Center. Coordination will need to go through Ms. Blackwell.
 - b. College Park Day, October 5, 2019. The committee would like a table near the City's table. Discussed the idea of having a map with sticky dots or colored beads for people to note where they live in the City. Ms. Schum will look into using the map that is currently in City Hall. Other possible activities mentioned: a) a jar of beans and guessing number of beans, b) pledge cards, c) collection of email addresses, d) giveaways. Committee members will be scheduled in two hour shifts: 12Noon-2pm, 2pm-4pm, and 4pm-6pm. This will be further discussed at the September meeting.

- c. Blues Festival
 - d. Brunch with Santa and the Easter Bunny
 - e. Halloween and Spring parades
 - f. Spring orientation at the University of Maryland
 - g. Church bazaars
 - h. School visits in January and February
18. Mr. Day and Ms. Quinteros-Grady will do research on the homeless population in College Park and the best way to try and count them for Census 2020.
19. Advertising on radio stations. The City of College Park Communications Coordinator is working with various radio stations.
20. Letters will be going out from PGOPA to home owners in January and in March.
21. Ideas to help Senior Citizens:
- a. Advertise Census 2020 through Meals on Wheels
 - b. Scouts to hand out flyers
 - c. Neighbors helping Neighbors
 - d. Contact local churches
22. The next meeting will be on September 18, 2019 at 7:00pm. Ms. Schum will inform the committee what meeting space may be available.

Ms. Sites made a motion and Mr. Day seconded the motion to adjourn the meeting at 9:00pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
Wednesday, October 23, 2019
Davis Hall

Name	Present	Absent
Gloria Aparicio-Blackwell	X	
Heidi Biffl	X	
Branson Cameron		X
Robert Day	X	
Michael Glowacki	X	
Andy Miller		X
Denise Mitchell		X
James Nealis	X	
John Payne	X	
Arelis Perez		X
Lupi Quinteros-Grady		X
Melissa Sites	X	

Also present: Terry Schum, Director of Community, Planning and Economic Development, City of College Park; Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:10pm by James Nealis, Chair.

Officially welcomed Rya Griffis to the committee as the Census Community Coordinator. She is a Master's student in Public Health at the University of Maryland.

1. Reviewed agenda. Ms. Sites motioned to approve. Mr. Payne seconded. **Motion carries 7-0-0.**
2. Reviewed August 28, 2019 minutes. Ms. Aparicio-Blackwell motioned to approve. Mr. Day seconded. **Motion carries 7-0-0.**
3. Reviewed September 18, 2019 minutes. It was noted that Ms. Perez's first name was misspelled. Ms. Biffl motioned to approve with correction. Mr. Day seconded. **Motion carries 7-0-0.**
4. College Park Day. The table had steady traffic. There were 170 pledge cards completed. Water bottles were distributed. People did put dots on the City map. Questions were asked and people seemed interested in the answers. There were 6720 skittles in the jar.
5. No one attended the "Block Party" featuring the census hosted by Prince Georges County.

6. Upcoming events were discussed for CCC members could be present to distribute and discuss Census 2020:
 - a. Halloween Thing – Saturday, October 26 in North College Park from 10am-12:00noon. Ms. Hart will coordinate with Youth and Family Services to ensure we can have a presence there.
 - b. Breakfast with Santa – Saturday, December 14.
 - c. Terps Coalition Conference at Stamp Union – Monday, November 18.
 - d. Bonfire – Sunday, October 27in Berwyn park from 4:30pm-9:30pm.
 - e. Blues Festival.
 - f. Microchip and Rabies clinic – Sunday, November 17 from 10:00am-2:00pm at Davis Hall.
 - g. Drum Circle at University of Maryland.
 - h. It was noted that Census information should not be distributed during the upcoming City elections.
7. Ms. Aparicio-Blackwell stated that there is more grant money available from the Maryland Census Committee. She will forward the link to applying to Ms. Hart.
8. The City Communications Coordinator has advised Ms. Hart and Ms. Schum that the committee should hire a graphics person to design flyers, stickers, posters, post cards, pop up banner, etc. that the committee wants to use for the Census. However, the City Communication Coordinator will need to review and approve all information prior to printing and distribution.

Discussed how to distribute information based on criteria submitted for grant money:

- a. 2 post card mailers in late January/February and March
 - b. Back pack mailer – will need to email school board for approval
 - c. Bus shelter ads
 - d. Include with Resident Guide mailing
 - e. Posters in apartment buildings – Rya to coordinate with landlords
 - f. Attend PTA meetings
 - g. Coordinate with the pastor at Church of the Nazarene
 - h. Harvest Bazaar at Holy Redeemer
9. Discussed Spring Census Showcase (included as an event for grant money). Ideas included a Dance and Concert at Lakeland Community Center. The committee will need to outline specific achievement goals and a target audience. Sponsor a spring sport tournament.
10. Mr. Day and Ms. Quinteros-Grady are still researching way to reach out to the hard to count population.

11. At the next meeting the committee will discuss the awareness process in detail leading up the April 1, 2020.
12. There will be a National Conference on Citizenship in Hyattsville on October 29-30. Ms. Schum will forward the information to all members. Free tickets are available for this event.
13. The next meeting will be on December 4, 2019 at 7:00pm at Davis Hall.

Mr. Nealis motioned for adjournment. Ms. Sites seconded. The meeting adjourned at 9:00pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
Wednesday, December 4, 2019
Davis Hall

Name	Present	Absent
Gloria Aparicio-Blackwell (a 7:20pm)	X	
Heidi Biffl	X	
Branson Cameron	X	
Robert Day		X
Michael Glowacki	X	
Andy Miller		X
Denise Mitchell	X	
James Nealis	X	
John Payne		X
Arelis Perez		X
Lupi Quinteros-Grady (a 8pm)	X	
Melissa Sites	X	

Also present: Terry Schum, Director of Community, Planning and Economic Development, City of College Park; Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:10pm by James Nealis, Chair.

1. Reviewed agenda. The chair accepts the agenda without reservation.
2. Reviewed October 23, 2019 minutes. Ms. Sites motioned to approve. Mr. Camerone seconded. **Motion carries 7-0-0.**
3. Mr. Glowacki presented information on how the students living on campus and off campus, by Group Quarter, will probably be counted by the census. Mr. Glowacki hopes to have an answer from the Census Bureau on counting of students right after the new year when he meets with Tom Croogan from the US Census Bureau.

Ms. Griffis also stated that she has spoken to several apartment complexes which houses university students. They would welcome having a “Pizza” nights to encourage the students to complete the census. The managers seem to be willing to put up posters and other advertising for the census.

Ms. Aparicio-Blackwell also stated that her department is speaking with the Deans of each college to send out messages to their students about the importance of the census and completing the form.

4. Upcoming events were discussed:
 - a. Santa Fly in – College Park Aviation Museum on December 7.

- b. Breakfast with Santa – College Park Community Center on December 14.
- c. Martin Luther King program – Clarice Center on January 21.
- d. Non-profit census workshop – Prince Georges County at Aviation Museum on December 5.
- e. Train the Trainer on December 12.

Previous events:

- a) Monarch pre-school – Ms. Griffis attended.
- b) Microchip/Rabies clinic – Ms. DeWalt handed out about 55 flyers.

5. Brainstormed ideas about a Census Showcase:
 - a. Parade through the City asking Branchville Fire Truck to lead the way.- Make a donation to Branchville Fire Company.
 - b. Marching Band from one of the local high schools – make a donation to the school
 - c. Ask City Council members to be a part of the parade
 - d. Ask City Council members to designate two or three areas in their districts for a stop to hand out flyers and have brief announcements on the census
 - e. Ask Scout troops to help hand out flyers – make a donation to troop
 - f. Arrangements with a food truck and pay for samples given out to residents
 - g. Talking to pastors, principals, business leaders and ensuring they are involved in the parade and discussing census
 - h. Raider Boys step team for a demonstration
 - i. Looking at Saturday, March 28
 - j. Postcards will be mailed 3/12-3/20
6. Marketing Materials Update. Graphic designer has been hired to work on:
 - a. Pop-up display
 - b. Backpack flyers
 - c. 2 versions of the post card
 - d. Sandwich boards
 - e. Posters
 - f. Lawn signs
 - g. Bus shelter signs

Discussed the idea of a poster contest for students.

7. The next meeting will be on January 15, 2020 at 7:00pm at Davis Hall.

Ms. Sites motioned for adjournment. Ms. Aparicio-Blackwell seconded. The meeting adjourned at 9:00pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
January 15, 2020
Davis Hall

Name	Present	Absent
Gloria Aparicio-Blackwell		X
Heidi Biffl	X	
Branson Cameron		X
Robert Day		X
Michael Glowacki	X	
Andy Miller		X
Denise Mitchell		X
James Nealis	X	
John Payne	X	
Arelis Perez	X	
Lupi Quinteros-Grady (a 8pm)		X
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Sheryl DeWalt, Contract Secretary.

Please note: A quorum was not present for this meeting.

The meeting started at 7:10pm by James Nealis, Chair.

1. Reviewed agenda. The chair accepts the agenda without reservation.
2. Ms. Hart played the six minute video regarding the completion of the 2020 Census form. She will email out a copy of the link to the committee.
3. Upcoming events were discussed:
 - a. Martin Luther King program – Clarice Center on January 21.
 - b. Bowling event at Bowlero on January 26 from 1:00pm-4:00pm.
 - c. Hispanic Parent group, through Youth & Family Services, on January 30 at 7:00pm. The Census 2020 video will be shown in Spanish. Ms. Perez indicated she may attend.
 - d. Good Neighbor Day on April 4. It will be a project for volunteers to go knocking on neighborhood doors. Committee members will be needed to help train and accompanied the volunteers.
 - e. Drum Circle at UMD Stamp Union on April 1.

Previous events:

- a. Santa Fly in – College Park Aviation Museum on December 7.
- b. Breakfast with Santa – College Park Community Center on December 14.
- c. Non-profit census workshop – Prince Georges County at Aviation Museum on December 5.
- d. Train the Trainer on December 12.

4. Reviewed what it hoped will happen for the University of Maryland students:
 - a. Each “household” will get a form and someone will need to be the designate to complete.
 - b. Encourage the students to complete the form online. Census form goes live on their website as of March 12.
 - c. Ms. Biffl is meeting with the House Directors and Resident Directors for the fraternities and sororities for Census training on January 28 and will show the Census video.
5. Discussed the Census Showcase:
 - a. Since there is a working budget session for City council, the date has been pushed back to Saturday, March 21 from 11:00am-3:00pm.
 - b. Those present would like the event to be called “Count Me In Neighborhood Celebration.”
 - c. Mr. Nealis has spoken to Branchville Fire Company and they are pleased to be a part of the parade.
 - d. Ms. Hart indicated that she has requested use of the 21 passenger bus for that date.
 - e. Discussed the idea of having a couple pick-up trucks from Public Works as part of the parade.
 - f. Marching Band from one of the local high schools – make a donation to the school. No one has contacted either Roosevelt or Parkdale high schools to inquire about the bands.
 - g. Suggested asking one of the high schools cheerleading squad to be a part of the parade.
 - h. Suggested different areas for each district:
 - i. District 1 – Duvall Field
 - ii. District 2 - College Park Community Center
 - iii. District 3 – Calvert Park
 - iv. District 4 – College Park Marketplace
 - i. Lengthy discussion on having two destination stops with possible activities, each stop about 45 minutes, and driving through the neighborhoods going from each destination stop.
 - j. The City’s event coordinator was not present at the meeting but staff have been working with her on the census showcase event. Committee members were told that solicitation of discounts or sponsors must be done by City staff.
 - k. Thoughts about having branded candy or cookies for the event.
 - l. Thoughts on having a dog show. Will have to discussion with Animal Control Officer for College Park.
 - m. Ads will run on social media – what is the time frame? Would like the Communications coordinator for the City to give detailed information.
 - n. Postcards will be mailed end of January and mid-March.
 - o. 15 Bus shelter ads.

6. Ms. Perez will share Executive Director Information for Attick Towers and Latino contact information with Ms. Hart.
7. The next meeting will be on February 12, 2020 at 7:00pm at Davis Hall.

The meeting concluded at 9:00pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
February 12, 2020
Davis Hall

Name	Present	Absent
Gloria Aparicio-Blackwell	X	
Heidi Biffl		X
Branson Cameron	X	
Robert Day		X
Michael Glowacki	X	
Andy Miller	X	
Denise Mitchell		X
James Nealis	X	
John Payne		X
Arelis Perez (a. 7:30pm)	X	
Lupi Quinteros-Grady	X	
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Sheryl DeWalt, Contract Secretary.

The meeting started at 7:15pm by James Nealis, Chair.

1. Reviewed agenda. Mr. Miller motioned to approve the agenda. Ms. Quinteros-Grady seconded. **Motion carries 7-0-0.**
2. The December 4, 2019 minutes were reviewed. Ms. Sites made a motion to approve. Ms. Aparicio-Blackwell seconded. **Motion carries 7-0-0.**
3. The January 15, 2020 minutes were reviewed. Mr. Nealis made a motion to approve. Mr. Glowacki seconded. **Motion carries 7-0-0.**
4. Ms. Hart indicated that at the March 3, 2020 City Council work session, Mayor and Council would like a briefing update on the Census Committee. Mr. Nealis, Ms. Sites, and Ms. Aparicio-Blackwell agreed to attend and speak on behalf of the committee.
5. Upcoming events were discussed:
 - a. Census Palooza on March 21. Duvall Field from 12Noon-3:00pm.
 - b. Good Neighbor Day on April 4. It will be a project for volunteers to go knocking on neighborhood doors. Committee members will be needed to help train and accompanied the volunteers.
 - c. Drum Circle at UMD Stamp Union on April 1.
 - d. Asked Ms. Griffis to ensure posters are at all churches. It would be helpful to have them in English, Spanish, and Korean.

Previous events:

- a. Hispanic Parent Group at Youth & Family Services, January 30 – Ms. Perez and Ms. Griffis were present. Discussed the importance of the census. The audience did not ask any questions.
 - b. Mr. Miller indicated that the PGPOA was unanimous in supporting the census and will help to ensure their tenants complete it. The owners have agreed to have posters in all buildings. He will also send out an email reminder about the Census to all staff and members of PGPOA.
6. Discussed the Census Showcase:
- a. Will be held at Duvall Field from 12Noon-3:00pm.
 - b. Volunteers will be needed from 11:00am – 4:00pm for setup, the event, and clean up.
 - c. Food trucks need to be contacted.
 - d. Bands: suggestion of Wild Anacostia or Crush Funk
 - e. Jugglers & Magician
 - f. Community Salsa Dancing
 - g. Trivia questions on census
 - h. Confirm census workers
 - i. Inflatables – moon bounce
 - j. Branchville Fire Truck
 - k. Need an MC – Maybe the Mayor or a Council person or Jocelyn Pena
 - l. Giveaways, Raffles
 - m. Make announcement at the UMD Basketball game
 - n. Add to the Municipal Scene
 - o. Lawn signs
 - p. Pop-up banners
 - q. Important to have Spanish-speakers to discuss the census with the Hispanic community who attends

Staff has been informed that the City Event Coordinator is not available to assist with this event. Staff will be at Duvall Field on Friday, February 14 at 1:45pm to look at the schematics of the field and potential placement for the MC, bands, food trucks, etc.

There was a discussion concerning the “carnival” atmosphere of the event and especially having an inflatable. The committee discussed that it was important to showcase this as a family event and unless you have something to attract a family, like a moon bounce, chances are good that only a few people will come.

7. Brief discussion on potentially doing a Census challenge against other cities.
8. The next meeting will be on March 11, 2020 at 7:00pm at Davis Hall.

Mr. Miller made a motion to adjourn. Ms. Aparacio-Blackwell seconded. The meeting adjourned at 8:50pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
March 11, 2020
Davis Hall

Name	Present	Absent
Gloria Aparicio-Blackwell		X
Heidi Biffl		X
Branson Cameron		X
Robert Day		X
Michael Glowacki	X	
Andy Miller		X
Denise Mitchell		X
James Nealis	X	
John Payne		X
Arelis Perez (via phone)	X	
Lupi Quinteros-Grady (a 7:25pm)	X	
Melissa Sites		X

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Cameron Thurston, UMD; Sheryl DeWalt, Contract Secretary.

The meeting started at 7:15pm by James Nealis, Chair.

1. Mr. Glowacki stated he went to the Hanover office of the Census Bureau to discuss the University of Maryland students and how they will be counted in the census. He was told that there will be an automatic electronic data transfer of about 15,000-17,000 students to the census bureau for students living on campus. Those students living off campus will need to complete the census form.
2. Due to the issues surrounding the Corona virus, the City of College Park has postponed Good Neighbor Day until November 7, the Drum Circle has been cancelled, Pizza Nights at the apartment buildings will be cancelled, and most likely the Census Palooza will be cancelled. Discussed ideas of how to still get the information out about completing the census. Mr. Nealis suggested we do lawn signs on city property and ask the churches if we can put lawn signs on their property. Staff indicated they will work on creating new lawn signs.
3. Post cards did get mailed out. Backpack mailers went home with the elementary school children at Hollywood and Paint Branch.
4. There was an idea proposed about trying to do an online contest between neighborhoods or districts as to who is further ahead in completing the census.
5. Another meeting will be scheduled in April, depending on what transpires with the virus outbreak. Ms. Hart and/or Ms. Schum will email committee members.

The meeting ended at 8:40pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
May 20, 2020
Via Teleconferencing through GoToMeeting

Name	Present	Absent
Gloria Aparicio-Blackwell	X	
Heidi Biffl		X
Branson Cameron		X
Robert Day	X	
Michael Glowacki		X
Andy Miller	X	
Denise Mitchell	X	
James Nealis	X	
John Payne	X	
Arelis Perez	X	
Lupi Quinteros-Grady		X
Melissa Sites		X

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Sheryl DeWalt, Contract Secretary.

The meeting started at 7:15pm by James Nealis, Chair.

1. The agenda was reviewed. Ms. Perez motioned to accept. Ms. Aparicio-Blackwell seconded. **Motion carries 7-0-0.**
2. The February 12, 2020 minutes were reviewed. Mr. Miller motioned to accept. Mr. Payne seconded. **Motion carries 7-0-0.**
3. The March 11, 2020 minutes were reviewed. Ms. Perez motioned to accept. Ms. Aparicio-Blackwell seconded. **Motion carries 5-0-2.**
4. Update on University of Maryland students with regards to the Census. Mr. Glowacki has all of the data and ready to upload to the Census Bureau for 90% of the UMD students. There are about 10% of the student body who have opted out of allowing the University to share personal identification information. The University is reaching out to the 10% of students to inquire whether they will allow their basic information to be used for Census 2020. There have been presentations to the faculty and email messages sent to the students. Since the deadline has been extended to August, the University is hopeful to have close to 100% student participation from those living in campus housing.

Mr. Miller responded that he has heard from most of the PGPOA owners and the majority of the student tenants have assured them that they have completed their census form. He will ask the owners to reach out once again to their student tenants.

5. Reviewed Census facts from their website:
 - a. 59% of U.S. citizens have responded to the census.

- b. College Park is showing a good response to the census from single family homes.
 - c. Numerators may not be going out to neighborhoods until July and will go through the end of August.
 - d. The Census tracker can be viewed on their website. It is updated daily.
6. Self -Response Rates to Date
- a. Old Towne/UMD – 17% - This will be higher once the information is uploaded from the University of Maryland.
 - b. Berwyn, Branchville – 39.9%
 - c. Hollywood – 70%
 - d. Yarrow – 77%
 - e. College Park Woods – 57%
 - f. College Park overall – 41%
 - g. Maryland – 60%
7. Social Distance Ideas discussed:
- a. Ask SGA president to do a video and show at off-campus apartment buildings.
 - b. Ensure that Census flyers are posted in apartment lobbies. Ms. Griffis will check with the Census Bureau about flyers specifically designated for college students.
 - c. Compose a letter with a flyer and send to student housing property owners for a reminder.
 - d. Reminders on social media. Ms. Hart reminded the committee that the City cannot use any social media where the content disappears. FaceBook, NextDoor, Instagram are acceptable social media uses for the City of College Park. It would be very helpful if a UMD sport icon could make a video for posting on social media.
 - e. Ask Mayor and Council and Prince Georges County delegates to do a social message.
8. Grant Funding. There is approximately \$10,000 - \$12,000 remaining of grant money.
- a. A portion of the monies will be used to pay for Ms. Griffis since the Census has been extended.
 - b. Would like to do an additional post card mailer after the June 2 election.
 - c. Discussed ideas of tying Census into July 4 celebrations.
 - d. Have a virtual coffee meeting with Landlords. Ms. Perez made a motion to schedule the virtual coffee meeting for June 3 from 10:00am-11:30am. Ms. Mitchell seconded. **Motion carries 7-0-0.**

The next virtual meeting will be schedule for June 17 at 7:00pm.

Mr. Nealis motioned to adjourn the meeting. Mr. Day seconded. The meeting adjourned at 8:53pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
July 15, 2020
Via Teleconferencing through GoToMeeting

Name	Present	Absent
Gloria Aparicio-Blackwell	X	
Heidi Biffl	X	
Branson Cameron	X	
Robert Day		X
Michael Glowacki		X
Andy Miller		X
Denise Mitchell		
James Nealis	X	X
John Payne		X
Arelis Perez		X
Lupi Quinteros-Grady (a 7:47pm)	X	
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Bryan Farrow, Composer; Sheryl DeWalt, Contract Secretary.

The meeting started at 7:05pm by James Nealis, Chair.

1. Ms. Sites introduced Bryan Farrow, a local composer, who will be helping the committee with composing a song and/or video about the Census for College Park. He prepared three different cost scenarios which Ms. Sites forwarded to the committee. Mr. Farrow stated it would take approximately one month to have the video/song ready to be posted on social media. Suggestions were made from the committee as to who may be helpful in sending the message through the video/song. It was decided that all questions, comments, help should be funneled through Ms. Hart and Ms. Griffis. Ms. Perez made a motion to spend up to and not exceed \$4,000.00 for the video/song. Ms. Sites seconded. **Motion carries 7-0-0.**
2. The agenda was reviewed. **Ms. Perez motioned to accept the agenda as submitted. Mr. Nealis seconded. Motion carries 7-0-0.**
3. The May 20, 2020 minutes were reviewed. **Mr. Nealis motioned to accept as presented. Ms. Perez seconded. Motion carries 7-0-0.**
4. Update on University of Maryland students with regards to the Census. Ms. Aparicio-Blackwell stated that the download for approximately 10,000 students from the University to the Census bureau was completed last week.
5. Self -Response Rates to Date
 - a. 61.5% of U.S. citizens have responded to the census.
 - b. Prince Georges County – 63.1%
 - c. Yarrow – 79%
 - d. Hollywood/North College Park – 74%

- e. Berwyn/Lakeland – 41%
- f. College Park overall – 43%
- g. Maryland – 65.5%

Once the information from UMD is uploaded, the numbers for College Park should rise considerably.

6. Brief discussion on scheduling another Coffee Time with the owners of rental homes/buildings. Ms. Biffl reminded the committee that most rental properties were vacated, and it would be a moot point to have the owners work with their tenants, unless they are repeat tenants, to complete the Census. New tenants were not living in those rentals on April 1. Ms. Hart and Ms. Griffis will reach out to the management companies and owners to see if they will supply a list of tenants who would have been there on April 1. If accepted, Ms. Biffl has the rosters of the Greek houses and could submit those to the Census Bureau. It was stated that the Hispanic community does not see the value and benefit of the Census and will probably not complete the form. Ms. Mitchell stated that we should not give up and suggested we reach out to the Faith community to help their congregations understand why the Census is so important and vital to College Park. The committee also stated that they would be willing to call tenants and remind them about the Census. There definitely should continue to be signage throughout the City.
7. It seems as if the numerators will be out in the greater DC area sometime in August. By law, the numerators will go to an address three times to obtain information for the Census.
8. On June 22, there is a Call to Action from 11:00am-12:15pm on the importance of the 2020 completion of the Census form.



9. Grant Funding. There is approximately \$9,000 - \$10,000 remaining of grant money. The committee made a motion to set aside up to \$4,000 for the video/song. The remaining monies will be set aside to pay Ms. Griffis' salary.

Ms. Perez motioned to adjourn the meeting. Mr. Nealis seconded. The meeting adjourned at 9:00pm. It should be noted that a meeting for July was not set.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
July 15, 2020
Via Teleconferencing through GoToMeeting

Name	Present	Absent
Gloria Aparicio-Blackwell	X	
Heidi Biffl	X	
Branson Cameron	X	
Robert Day		X
Michael Glowacki		X
Andy Miller		X
Denise Mitchell		
James Nealis	X	X
John Payne		X
Arelis Perez		X
Lupi Quinteros-Grady (a 7:47pm)	X	
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Bryan Farrow, Composer; Sheryl DeWalt, Contract Secretary.

The meeting started at 7:10pm by James Nealis, Chair. *A quorum was not present for this meeting.*

1. Discussed Self-response rates. The data dumping from the University of Maryland for the students will never show up on the chart. It was noted that there were 11,832 students that were sent to the Census Bureau to calculate for College Park. There are approximately 2000 students that live in off campus housing and 480 students that live in chapter housing. The 480 students in chapter housing may be able to be an additional data dump to the Census Bureau. The 2000 students in off campus housing would need to complete a census form; the University of Maryland is sending them a reminder email to complete the census form.
2. The enumerators are supposed to go out in the field after August 11th.
3. Saturday, July 25 is the next College Park Food Bank at the Church of the Nazarene from 9:30am-12Noon. Ms. Griffis has been handing out flyers about completing the census. Volunteers from the committee would be helpful at this event, especially Spanish speakers. Please inform Ms. Hart if you can volunteer.

Saturday, July 18 there is a US Census event at the Oakcrest Community Center in District Heights from 12Noon-2pm.

4. Mr. Farrow joined the meeting to discuss the song and video for the committee. The video will last up to 2 minutes and 30 seconds maximum. Copies of the lyrics were emailed out to the committee. Mr. Farrow asked for suggestions of College Park sites to include as background in the video. Ms. Hart will send a list based on the committee's comments. The video will be ready by August 5, 2020.

5. Desiring to review the video and one last check on the self-response rates, the decision was made to have an additional meeting on July 29, 2020 at 7:00pm.

The meeting concluded at 8:50pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
July 29, 2020
Via Teleconferencing through GoToMeeting

Name	Present	Absent
Gloria Aparicio-Blackwell		X
Heidi Biffl	X	
Branson Cameron	X	
Robert Day	X	
Michael Glowacki		X
Andy Miller		X
Denise Mitchell		X
James Nealis	X	X
John Payne	X	
Arelis Perez	X	
Lupi Quinteros-Grady		X
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Bryan Farrow, Composer; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:15pm by James Nealis, Chair.

1. The agenda was reviewed. Ms. Perez made a motion to accept. Mr. Payne seconded. **Motion carries 7-0-0.**
2. The June 17, 2020 minutes were reviewed. Ms. Perez made a motion to accept. Ms. Biffl seconded. **Motion carries 7-0-0.**
3. The July 15, 2020 minutes were reviewed. Ms. Perez made a motion to accept. Mr. Cameron seconded. **Motion carries 7-0-0.**
4. Mr. Farrow confirmed that the video/song will be done by August 5, 2020. He will email it to Ms. Hart and she will forward to the committee. The draft version heard this evening was well received by the committee present.
5. The enumerators are supposed to go out in the field after August 11th.
6. The July 25th College Park Food Bank at the Church of the Nazarene went very well. There were a number of people who completed the census form while waiting in line. Thank you to the committee volunteers who were able to assist.

Langley Park is having a Food Bank function this Friday, July 31.

7. There will be an email notification sent by the Census Bureau to households in low census tracts, ie, below 50% response rate.
8. In order to do a final review of the video, the next meeting will be scheduled for Thursday, August 6, 2020 at 7:00pm.

Ms. Perez made a motion to adjourn the meeting. Ms. Biffl seconded. The meeting adjourned at 7:52pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
August 7, 2020
Via Teleconferencing through GoToMeeting

Name	Present	Absent
Gloria Aparicio-Blackwell	X	
Heidi Biffl (a 7:45pm)	X	
Branson Cameron	X	
Robert Day		X
Michael Glowacki		X
Andy Miller		X
Denise Mitchell		X
James Nealis	X	
John Payne	X	
Arelis Perez	X	
Lupi Quinteros-Grady	X	
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Bryan Farrow, Composer; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:30pm by James Nealis, Chair.

1. The agenda was reviewed. With no additions or amendments to the agenda, Mr. Nealis accepted the agenda without objection.
2. Mr. Farrow played the draft version of the video. The committee asked for the following:
 - a. City of College Park logo and website.
 - b. Lyrics at bottom of screen to assist hearing impaired individuals.
 - c. Adding Census website and phone number

Ms. Perez made a motion to accept the video as presented with the additions of the suggested changes. Ms. Sites seconded. **Motion carries 8-0-0.**

Ms. Hart will send out the final link for the video to the committee once it is finalized.

3. It was noted that the enumerators are already in College Park. As of today, there is a 44.4% response to the Census for College Park and 67.1% for the State of Maryland.

Ms. Perez made a motion to adjourn the meeting. Ms. Quinteros-Grady seconded. The meeting adjourned at 8:20pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Complete Count Committee
September 30, 2020
Via Teleconferencing through GoToMeeting

Name	Present	Absent
Gloria Aparicio-Blackwell		X
Heidi Biffl		X
Branson Cameron	X	
Robert Day	X	
Michael Glowacki		X
Andy Miller		X
Denise Mitchell (a. 7:25pm)	X	
James Nealis	X	
John Payne	X	
Arelis Perez	X	
Lupi Quinteros-Grady (a. 7:25pm)	X	
Melissa Sites	X	

Also present: Katie Hart, Staff Liaison; Rya Griffis, Census Community Coordinator; Terry Schum, City of College Park; Sheryl DeWalt, Contract Secretary.

The meeting was called to order at 7:10pm by James Nealis, Chair.

1. The agenda was reviewed. With no additions or amendments to the agenda, Mr. Nealis accepted the agenda without objection.
2. The July 29, 2020 minutes and the August 7, 2020 were reviewed. Ms. Perez made a motion to accept both sets of minutes. Mr. Payne seconded. **Motion carries 7-0-0.**
3. Reviewed Overall Response Rates. College Park is showing a 47.1% self-response rate. This does not take into account the data dump directly to the Census Bureau from the University of Maryland for the student population. It was also noted that several of the student apartment buildings also did a data dump to the Census Bureau which also does not show in the self-response rate for College Park. The overall Maryland self-response rate is 70.7%. These numbers are slightly higher than the 2010 Census. The Census is showing a 98% completion of all households in the US.

One Tuesday, September 29, Mr. Nealis, Ms. Hart, and Ms. Griffis were out in College Park for one last push to complete the Census. They obtained 28 more people completing it. The final date for submitting the Census is October 5, 2020.

4. The Final Census 2020 Summary Report was reviewed by the committee and listed at the end of these minutes.
5. The committee thanked Rya for all the work she did. The committee thanks Jim for doing a good job as the chair.

Ms. Perez made a motion to adjourn the meeting. Ms. Quinteros-Grady seconded. The meeting adjourned at 8:20pm.

Respectfully submitted by Sheryl DeWalt, contract secretary.

Final Census 2020 Summary Report

- **Activity Completed:** College Park Day
 - Passed out flyers
 - Engaged passers-by with games and activities
 - Handed out census swag
 - Had College Park residents fill out postcards, then mailed them back in March
 - Committee volunteers and city staff

Effectiveness and comments: Gave exposure to the Census. The water bottles were a hot item giveaway. It would have been nice to have Census coloring book and crayons for the children; suggestion to be made to the Census Bureau. Box of crayons could have Census information on it. Look into a simpler game.
- **Activity Completed:** Website launched
 - **Effectiveness and comments:** Katie has spoken to Ryna Quinones, Communications Coordinator, and asked about how many hits to the website. She has not yet received any feedback from Ryna, City's Communication Coordinator.
- **Activity Completed:** Attending Census solutions workshops for other municipalities and organizations
 - Staff attended and learned about other city's efforts

Effectiveness and comments: Rya Griffis attended two workshops (Greenbelt and College Park). It was helpful to understand what others were doing and get ideas. Greenbelt shared a great deal of information, but Rya felt that College Park was ahead of others.
- **Activity Completed:** Attending community events throughout the city and tabling/passing out census swag and flyers
 - MLK Event (on campus)
 - Santa fly in
 - Bowling Event
 - Monarch Event
 - Brunch with a Bunny – cancelled due to Covid

Effectiveness and comments: The committee thought the events were helpful in getting the word out about the Census.
- **Activity Completed:** Attending campus census meetings
 - Engaging with the OCE and other key members of the census effort on campus
 - Being aware of efforts on campus

Effectiveness and comments: Gloria Aparicio-Blackwell handled these meetings. Her staff and she did a tremendous amount of work with the University of Maryland getting the word out about the Census.
- **Activity Completed:** Partnering with and collaborating with other grant recipients
 - Talking with other grant recipients about their efforts

Effectiveness and comments: Rya Griffis stayed in contact with our municipalities and non-profit associations.
- **Activity Completed:** YFS January Hispanic parent support group meeting
 - Committee members and staff presented about the census to the support group

Effectiveness and comments: There were approximately 30-35 parents who attended and took away information on the Census.

- **Activity Completed:** Mailer sent to every household in College Park
Effectiveness and comments: The postcards were a very worthwhile effort and should be done again. Excellent reminders. Suggestion made that Mayor and Councilmembers should send an annual message to residents from 2021-2028 about the 2030 Census. In 2029 send quarterly messages to residents. Make sure that there is updated information in the Resident Guide about the census.
- **Activity Completed:** Flyers and posters put in businesses and churches
 - Spanish and English**Effectiveness and comments:** Good ideas and would do again for the next Census. Visuals are always easier to grasp than verbiage. It might be helpful to add the QR scan code in the future. Ms. Sites stated that the best flyer, in her opinion, indicated what the Census means in terms of money for the community. It should be the value of doing the Census. Faith-based community – need a stronger tie for the future. If Covid hadn't have happened, flyers would have been in church vestibules.
- **Activity Completed:** Engaging off campus housing apartments
 - Flyers in student off campus housing
 - Apartments posting on their social media/email lists**Effectiveness and comments:** Not as responsive as hoped. It is difficult to get into the apartment buildings. Not sure how the Census was sent – whether to individual tenants or just to the address. Most of the buildings rent by the bed and not the unit. Suggestion to start earlier making contacts with apartment managers/owners. It may be helpful to have a letter from the City to each apartment complex.
- **Activity Completed:** Backpack flyers distributed to Hollywood Elementary and Paint branch Elementary students, as well as preschool students
Effectiveness and comments: Each school did it differently: set flyers on tables, in mailboxes, in backpacks. Really had no good idea of how effective this was.
- **Activity Completed:** Weekly bulletin and resident guide announcements
Effectiveness and comments: Not a good idea of how effective the information was on the Municipal Scene or Resident Guide. There was a link to the website. Waiting to receive information from Ryna, City's Communication Coordinator.
- **Activity Completed:** Social media ads
Effectiveness and comments: Censuspalooza was canceled due to Covid. Facebook and Instagram may have been effective; need information from Ryna, City's Communication Coordinator.
- **Activity Completed:** Marketing materials
 - Lawn signs
 - Flyers
 - Bus shelter ads
 - Pop up banners**Effectiveness and comments:** Attention grabbing. Good idea. John Payne mentioned that people would say to him that they saw the Census signs. Should do again for future Census.
- **Activity Completed:** Virtual census Instagram live with OCE
Effectiveness and comments: There were four. Not many people viewed. The Mayor attended one and the UMD Football Coach attended one.

- **Activity Completed:** UMD accounts posting census items on their social media
 - UMD school of public health
 - UMD school of public policy
 - UMD graduate school**Effectiveness and comments:** Need to get information from Gloria. Not sure if there was much engagement.

- **Activity Completed:** Virtual round table for property managers
 Effectiveness and comments: Not very effective.

- **Activity Completed:** Mass emails to landlords
 Effectiveness and comments: Census Bureau had all addresses provided by City of College Park. Work with Census to treat more like on-campus students.

- **Activity Completed:** Canvassing and door knocking in high density rental property areas
 Effectiveness and comments: Was not able to do due to Covid.

- **Activity Completed:** Census video
 Effectiveness and comments: The video was excellent. There were 310 views as of September 30. It was shared with Prince George's County Census.